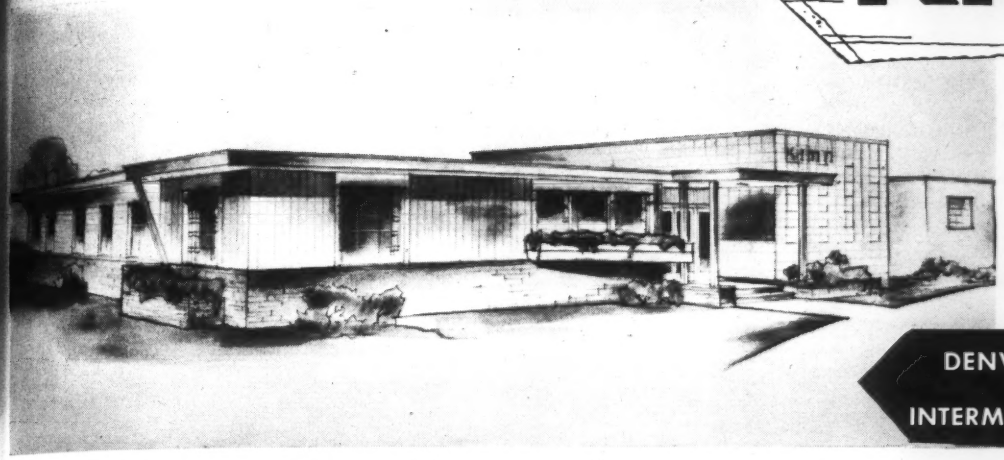
NOW... a NEW LOOK in Colorado...

KIMN



COLORADO'S
NEW
RADIO CENTER

DENVER KEY STATION
OF THE
INTERMOUNTAIN NETWORK

New KIMN Studios, Edgewater Beach, Denver
... Denver Headquarters of MOUNTAIN MIKE

- **New Personalities**
- **New Programming**
- **New Studios**
- **Finest AM Facilities in the West**

52 STATIONS *in*
UTAH
COLORADO
IDAHO
MONTANA
WYOMING
NEW MEXICO
NEVADA
TEXAS
NEBRASKA

Cover the vast* and prosperous intermountain market with KIMN and the Intermountain Network— 52 hometown stations located where people live, listen and BUY!

*One-fourth of the total area of the nation— the nation's fourth largest market.

InterMountain Network

Lynn L. Meyer, President

Salt Lake City, Utah — 146 South Main
Denver, Colorado — Radio Station KIMN

Represented by Avery-Knodel, Inc.
New York – Chicago – Los Angeles
San Francisco – Dallas – Atlanta

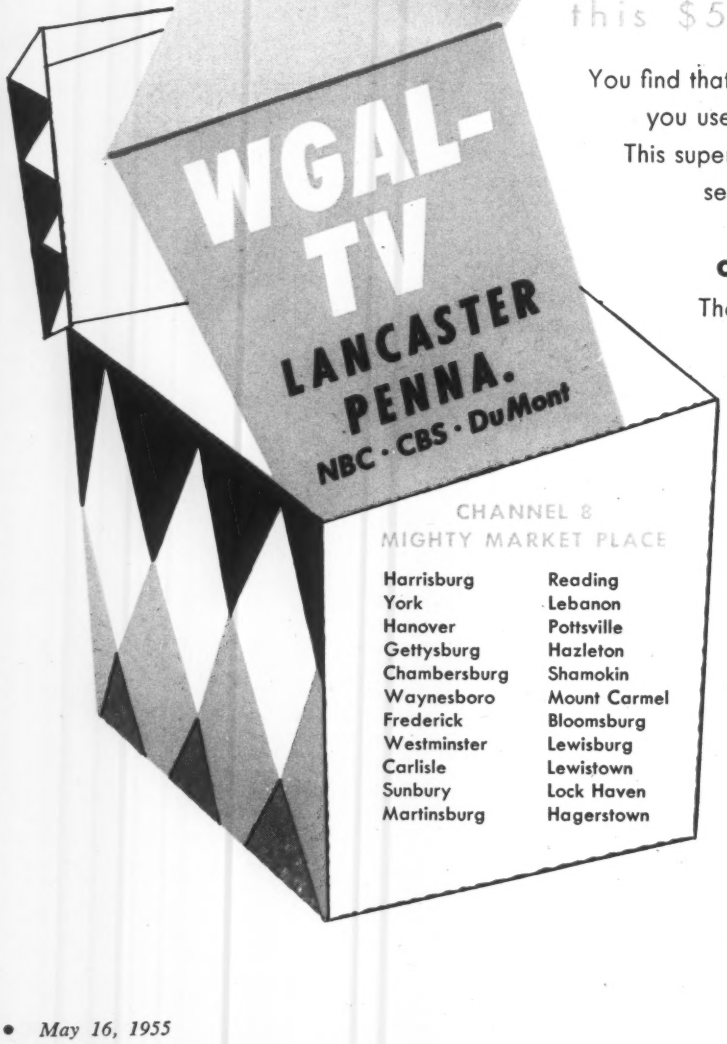
Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

EXCITING!

so exciting—

your sales potential in this $5¼ billion market!

You find that your product sales rise quickly—when you use WGAL-TV to advertise your product. This super-powered station's 316,000-watt signal sends your message from its mountaintop transmitter location to the vast, rich **CHANNEL 8 MIGHTY MARKET PLACE.** The one station that reaches this wealthy market, WGAL-TV sells your product to more than three million people who have $5¼ billion to spend every year. For sales that grow by leaps and bounds, *buy WGAL-TV.*



STEINMAN STATION
Clair McCollough, Pres.

Representatives:

MEEKER TV, INC.

New York **Chicago**
Los Angeles **San Francisco**

closed circuit.

ANOTHER RATE CUT? With fourth annual reappraisal of CBS Radio rate structure upcoming Aug. 25, President Arthur Hull Hayes and his executive staff meet this week with executive committee representative affiliates with signs pointing to another "adjustment." Plan is to make network "competitive" with NBC Radio, in view of new Monitor *project (which CBS says constitutes about 50% cut rate-wise). Discussion centers around combination of adjustment of compensation to affiliates plus benefits in rates to advertisers, including discounts. Studied effort is being made to avoid calling it rate reduction, but rather "simplification" to put network on paying basis.*

B•T

TOLL TV AT CONVENTION? Hot one tossed at FCC is letter from WMAL-TV seeking 30-day temporary experimental authorization to demonstrate Zenith Phonevision in Washington for edification of FCC, interested members of Congress and (perhaps principally) NARTB convention. Sets would be placed at vantage points at convention hotels, FCC and presumably Capitol. FCC staff will present plan at this week's meeting with action anybody's guess.

B•T

IRRESPECTIVE of what may happen on WMAL-TV request, Zenith plans to demonstrate closed-circuit paid tv at its suite at Sheraton-Park Hotel and is inviting small groups of broadcasters to attend scheduled showings, perhaps three or four per day, to groups of about 40.

B•T

LOG JAM • Reception that greets new 88-page, radio-tv section published for first time yesterday (Sunday) by *New York Herald Tribune* will be studied carefully for signs that program log, radio-tv fan magazines, such as *Tv Guide*, are in for competitive trouble. *Tribune's* book is in handy digest size and contains logs for week plus features on broadcast media. Slick paper and color being used. If this presages trend among Sunday newspaper supplements in large metropolitan tv markets, national circulators such as *Tv Guide* may find their "wide-open" field suddenly narrowed.

B•T

WTVR (TV) Richmond, ch. 6, last Tuesday entered interim affiliation with CBS whereby advertisers desiring market will be cleared. Heretofore basically NBC, Havens & Martin station June 1 severs affiliation with NBC which moves to new WXEX-TV Petersburg, ch. 8, now scheduled to begin program operation in August. CBS, it's understood, would not sign regular affiliation contract because of "moral obligation" to WRVA, its am affiliate in Richmond, which holds initial decision (examiner's report) for ch. 12 over WRNL. Rate for current advertisers on WTVR (TV) is $800 for class A hour base but increases to $950 effective August 14 in light of station's full power and new facilities.

B•T

STARS WEREN'T RIGHT • Vigorous effort to have Television Code Review Board amend code to permit astrology tv-film series featuring astrologer Carroll Righter was unanimously rejected by board at its meeting in Washington May 3-4, it is learned. Righter column is syndicated in many leading newspapers, and tv-film counterpart would be handled by Lou Snader, pioneer in field. Two previous efforts had been made to eliminate astrology from code ban which also covers fortune-telling, phrenology, palmreading and numerology. One high government personage, it's reported, importuned board to approve Righter-Snader request.

B•T

DESPITE current reports, there has been no basic change in Pittsburgh outlook as far as CBS affiliation is concerned. Agreement to purchase WSTV-TV ch. 9 Steubenville for $3 million and move transmitter closer to Pittsburgh still stands but could be terminated by mutual consent. FCC has indicated necessity of hearing with "McFarland letter" extension already authorized to June 10. Meanwhile, reports continue on imminent merger of applicants for both chs. 4 and 11 Pittsburgh.

B•T

PRIVATE RELAYS • Considerable Congressional support for station-owned-and-operated microwave systems is being generated. Under present FCC regulations, common carrier facilities (AT&T and associated Bell companies) must be used. Number of stations, however, have complained to their Congressional delegations about costs, notably uhf operations seeking relay service from cooperating vhf outlets in larger markets.

B•T

BIGGEST contingent at NARTB convention next week will be RCA-NBC—about 300 strong. Group will be almost evenly divided between NBC radio and tv and RCA-Victor. Nearly one-fourth of display space will be occupied by RCA for its equipment and services.

B•T

TOLL RADIO, TOO? Edgar Kobak, president of ARF and business consultant, will pose one to FCC this week to further compound and confound overall problem on toll tv. Why not toll radio, too, he will ask in formal communication to FCC? He has not made up his mind whether he's for or against subscription broadcasting at this stage but feels there should be no discrimination as between broadcast media. He also wants to know what will happen to World Series and Metropolitan Opera on radio if toll tv'ers buy up visual rights.

B•T

NEW TECHNIQUE in using radio to keep both its members and public informed during strike was used by National Conference Committee of Cooperating Railroad Labor Organizations in Louisville & Nashville strike, which terminated last week. Two five-minute reports were keyed from WMAL Washington to some 75 stations in L&N area at cost of roughly $600 a day, described as "cheaper than buying spots." Plan, evolved by Morris Novik, broadcast consultant, utilized volunteered services of five labor writers, with announcing handled by Joe McCaffrey, Washington commentator. Mr. Novik left last Thursday for Europe on Queen Mary to attend UNESCO Conference in Vienna as delegate. He also goes to Israel for meeting of Israeli Radio Council and to Italy to consult on television.

B•T

PAY-SEE PUSHERS • Extent to which subscription tv issue is being agitated is reflected in volume of mail received by FCC from members of Congress. Inquiries generally ask when FCC will act, appear to be preponderantly in favor of introduction of gadget-tv. FCC Chairman McConnaughey has also received quantities of pro-pay-see mail from personal friends who have been individually urged to write him by Zenith representatives.

B•T

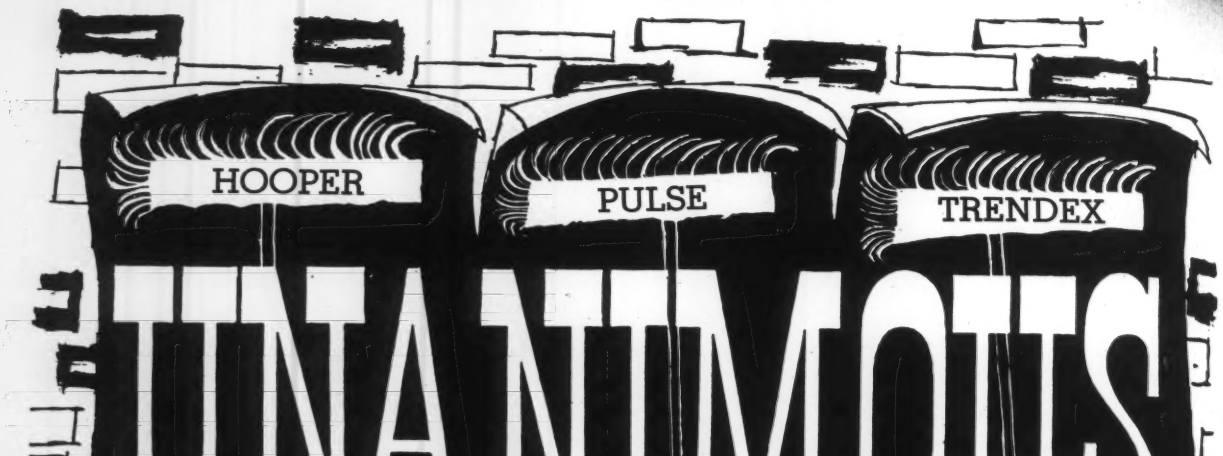
ROBERT K. RICHARDS, former administrative vice president of NARTB and now its public relations consultant, has been retained by TelePrompTer Corp. No formal announcement was made but disclosure came in release, through Mr. Richards' office, of letter from TelePrompTer Chairman Irving Kahn to Senator Richard Neuberger (D-Ore.) protesting his proposed new bill to require disclosure to audience of use of props in political campaigning on tv (story page 118).

B•T

DOUBLE EXPOSURE • Irony of battle between WTRI (TV) Albany which went dark Feb. 1 when it lost its limited alternative CBS affiliation to WROW-TV Albany is this: Stanley-Warner Theatres owns 50% of WTRI. Lowell Thomas, principal in WROW-TV, is even now making new Cinerama "Seven Wonders of the World" —for Stanley-Warner exhibition.

B•T

MUCH has been said about plight of small market tv stations—uhf or vhf. In about month, facts may be known whether same red ink is used by vhf station in small city as uhf station in same type of area. That is when FCC's economists are expected to complete latest financial study of post-freeze stations up to October 1954.



There's unanimity in Kansas City:

No matter how you count the audience the no. 1 station is

WHB

10,000 WATTS, 710 KC

HERE IS THE WHB LEADERSHIP LINE-UP:

FIRST PLACE—HOOPER
Average share of audience, 7 a.m.-6 p.m. Mon.-Sat., Mar.-Apr., 1955

FIRST PLACE—TRENDEX
Average share of audience, 8 a.m.-6 p.m. Mon.-Fri., Jan.-Feb., 1955

FIRST PLACE—PULSE
Average share of audience, 6 a.m.-6 p.m. Mon.-Sat., Jan.-Feb., 1955 combined in, and out of home.

This is what Mid-Continent programming, ideas and excitement have achieved for WHB! All three national surveys—PULSE, HOOPER, TRENDEX—give WHB the top daytime spot with all-day average ratings as high as 49.5% (Hooper). So no matter what ratings you buy by, your best Kansas City buy is WHB. Talk to the man from **Blair** or WHB General Manager **George W. Armstrong.**

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

KOWH, Omaha
Represented by
H-R Reps., Inc.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

WHB, Kansas City
Represented by
John Blair & Co.

at deadline

Tape Tv Color Success 'Beyond Dreams,' Says Mullin

BING CROSBY Enterprises Inc., working on tv tape recording, reports "success of this project is exceeding our wildest dreams," according to John T. Mullin, research director, at dedication of Minnesota Mining & Mfg. Co. research center in St. Paul (story, page 40).

He said Crosby officials were very impressed with recording of NBC-TV "Desert Song" and described it as "nearly perfect in every detail." Mr. Mullin revealed firm's delivery of radar recorder with color tv principles under government contract scheduled for September.

Crosby representatives, including Frank Healey, executive director, attended two-day showing of RCA transcontinental color telecast by video tape from New York. Minnesota Mining officials predict home type-units may sell for less than $500 when home video tape becomes reality. Estimated cost of VTR (video tape recording) equipment in commercial production, perhaps by fall, ranges from $50,000 to $150,000. Problems being solved and commercial output pegged six to 18 months away.

Progress also is being made by Armour Research Foundation, Brush Development Co., Ampex Corp., Magnecord Inc. and other firms "not too far behind either RCA or BCE," it was stated.

Limited Color Foreseen In Near Future By Kalmus

LIMITED amount of "tv product" will be color film next year and use of video magnetic tape for color recording also will be limited and probably first in kinescoping perhaps by end of this year, Dr. Herbert T. Kalmus, president and general manager, Technicolor Inc., said Friday in New York.

Increased amount of color tv transmitting and receiving equipment will mean more tv shows turning to color, he said, noting that "ultimately" great percentage of tv programs will be in color. Dr. Kalmus said majority of tv films now are being made in black-and-white with only "moderate" number of commercials being filmed for current colorcast although small amount being produced for agency and client experimenting. He said advantages in color filming of commercials now lie in helping determine proper use of color. Video magnetic tape will not replace color film for some time to come either in tv or in motion pictures, he said.

Agencies to See NBC Color

ALMOST 2,000 key advertising agency executives in 13 different cities throughout country have been invited by NBC to attend luncheon May 25 and view premier showing, via closed circuit, of color film on NBC's $250,000 survey, "Strangers Into Customers," which describes tv's impact on "typical" city of Ft. Wayne, Ind., both on buying habits of residents and on everyday living habits. Study made for NBC by W. R. Simmons Co. at suggestion of advertising executives and covers periods before and after tv came to Ft. Wayne 18 months ago. Film will be shown May 26 at NARTB convention.

TIME FOR TAPE

AMERICAN TUCK Co., distributors for Electronic Magnetic Products Div., through its agency, Grey Adv., New York, has offered to match every dollar spent by radio stations for its recording tape with equal amount for purchase of spot announcements on those stations, as means of increasing its distribution among stations.

AAAA Says Federal Suit Is Repeat of 1923 Case

JUSTICE Dept.'s complaint against American Assn. of Advertising Agencies, part of civil antitrust suit against five media associations and AAAA (see early story, page 33), deal with "essentially the same activities" covered in Federal Trade Commission action launched in 1923 and dismissed seven years later, George Link Jr. of McKercher & Link, AAAA counsel, said Friday.

He said throughout Justice Dept.'s current investigation AAAA's stated position has been that "if the law as currently interpreted requires any change in AAAA activities, the AAAA will adjust its activities to the law." This, he added, will continue to be AAAA policy. He noted that since dismissal of 1923 FTC action "there have been no changes in the activities of the AAAA in the field covered by the Dept. of Justice complaint."

"The action of the Dept. of Justice relates solely to alleged collective agreements by the associations concerned and their members," Mr. Link said. "It does not in any way request any change in the individual arrangements between agencies and their clients or agencies' individual arrangements with individual media."

Stanley N. Barnes, Assistant Attorney General, told House Judiciary Subcommittee Friday Antitrust Div. is studying problem of newspaper mergers which have left some cities with only one newspaper.

WJRT (TV) to Join CBS-TV

PRIMARY affiliation of WJRT (TV) Flint, Mich. (ch. 12), with CBS-TV, effective Sept. 1, announced Friday by John F. Patt, president of WJR, The Goodwill Station Inc., Detroit, licensee, and Herbert V. Akerberg, CBS-TV vice president in charge of station relations. Worth Kramer is vice president and general manager and A. Donovan Faust, operations director.

'OMNIBUS' RETURNS

OMNIBUS, Peabody award-winning show produced by radio and tv workshop of Ford foundation, will return to CBS-TV early in October in same time period, Sun., 5-6:30 p.m., Robert Saudek, workshop director, announced Friday. This will mark fourth successive year that *Omnibus* has been presented. Four advertisers will once again be offered sponsorship of series.

• BUSINESS BRIEFLY

SWIFT LOOKING • Swift & Co., Chicago, reportedly shopping for new network tv property this fall in 8:30-9 p.m. (EST) slot immediately following new Perry Como show. *Swift's Show Wagon* with Horace Heidt being dropped in that period but may be retained in another segment, perhaps under Swift sponsorship. Discussions now underway involving NBC-TV, J. Walter Thompson Co. and Swift executives.

MINUTE RICE RETURNS • General Foods Corp., N. Y. (Minute Rice), will sponsor program featuring Sunshine Boys Gospel Singers on 83 ABC Radio stations in South (Mon.-Fri., 12:25-12:30 p.m. EST), starting May 30. Sponsorship said to mark return to network radio by Minute Rice after absence of more than four years. Agency, Young & Rubicam, N. Y.

CERTAIN-TEED ADDS • Certain-Teed Products Corp., Ardmore, Pa. (roofing), will introduce new product line to representatives with closed-circuit telecast to 10 cities today (Monday). Program will be produced by Box Office Television Inc., N. Y., in cooperation with ABC-TV, originating in Philadelphia.

SUN OIL RADIO • Sun Oil Co., through Ruthrauff & Ryan, New York, placing 16-week radio campaign in about 50 markets, effective today (Mon.).

Organization Committee To Plan Film Association

PLAN for organization of trade association among tv film distributors to be developed by committee headed by Dave Savage, Guild Films. Committee was named following meeting held last week by representatives of 30 major distributors.

Dwight Martin, General Teleradio, who presided at meeting, named organization committee. Other members are Ralph Cohn, Screen Gems; Frank Reel, Ziv-Tv; Arche Mayers, Unity Television; Herbert Gelbspan, Hal Roach Studios, and Mr. Martin.

AFTRA, L.A. Stations Settle; Union Wins Pay Increases

CONTRACT AGREEMENT between 16 independent Los Angeles radio stations and American Federation of Tv & Radio Artists settled Friday (earlier story, page 122). Two-year pact, effective May 1, provides $5 weekly pay increase for first year and $2.50 increase second year.

Additionally, stations agreed not to broadcast programs or announcements of producers or agencies declared unfair by AFTRA. Stations won stipulation of 30-day "cooling-off" period before ban becomes effective on programs, 14-day period on announcements.

WABC-TV Post to Wynn

APPOINTMENT of Lawrence L. Wynn as sales manager of WABC-TV New York, was announced Friday by Ted Oberfelder, vice president and general manager. Mr. Wynn, account executive on station sales staff, succeeds late J. Trevor Adams [B•T, May 9].

Hardcastle Motor Company of Goodlettsville, Tenn., decided recently to take an experimental flyer on Channel 4 daytime advertising—"just to see what would happen." Purchased: the 12:15 p.m. news program with Ralph Christian, one day a week.

So what *did* happen? Here's what Owner-Manager Dock Hardcastle reports:

"After just our first and second broadcasts we received calls, letters and showroom visits from people all over Middle Tennessee and Southern Kentucky. After the second broadcast alone, our salespeople were answering telephone calls for more than thirty minutes. One customer purchasing a car on an outright sale said he didn't know we existed before he saw our program on television. We are amazed at the action we have obtained with this limited schedule on a daytime TV news presentation, and as a result we have extended our contract indefinitely."

For further proof of the daytime selling power of Channel 4, contact WSM-TV's Irving Waugh or any Petry man.

CHANNEL 4 WSM-TV

Clearly Nashville's #1 TV Station!

at deadline

KTVQ-NATS Agreement Up to Federal Court

TWO-YEAR agreement whereby ch. 25 KTVQ (TV) Oklahoma City becomes identified with GE's National Affiliated Television Stations Inc., receiving new programming and financial resources [B•T, March 21 et seq.], goes today (Monday) before Federal District Judge Edgar S. Vaught there for confirmation as station's reorganization plan. Agreement already has been circulated to creditors. Petition for reorganization was granted last December with John Esau, station president, and Duke Duvall, local attorney, named trustees by court. Mr. Esau has asked to be relieved of his posts to become general business manager of *Television Age*.

Under plan, subject to FCC approval, station's present common stockholders will get preferred stock. Total new common stock issue goes to creditor E. A. (Jack) Fariss for cancellation of note said to be in excess of $100,000. Oilman-cattleman Fariss agrees to advance station $10,000, if needed, over and above $20,000 new operating capital being loaned by NATS. Latter also will supply full film library under six-month deferred rental plan, provide management-sales advice and interim operating team. GE will defer equipment payments for year.

Multiplex Plea Protested

CALLING for immediate enforcement of FCC's new rules on fm multiplexing and functional music operations, WGMS-AM-FM Washington petitioned Commission Friday protesting bid of WWDC-FM there for modification of rules. WWDC-FM won stay of rules pending reconsideration of provisions which would restrict simplex functional music programming and cause economic hardship in view of current contracts with advertisers and clients [B•T, May 2]. WGMS claimed that WWDC-FM, by telling FCC only 18% of its $27,000 1954 income came from general broadcasting while rest came from functional music, showed that "beep" programming is not broadcasting and not entitled to simplex operation. WGMS said WWDC-FM modification would prejudge pay-tv battle.

Trade Commission Check Covers Radio-Tv Quarterly

SPECIAL task force of Federal Trade Commission that screens radio-tv commercials will spot check 2,800 radio stations and 600 tv stations four times yearly, FTC Chairman Edward F. Howrey told meeting of National Industrial Advertisers Assn. last week in Washington.

He said stations will be asked to submit advertising continuities for 24-hour period. Actual times of year will be determined by new "scientific sampling technique" designed to give FTC continuous and representative cross-section.

Chairman Howrey said revised procedure will "reduce the requests" by FTC for advertising continuities and thus lessen stations' burden. At same time, he indicated, station cross-section will be improved.

ABC JOINS NARTB

ABC Radio network and four o&o stations joined NARTB Friday, winding up membership campaign which NARTB President Harold Fellows called "the most successful in NARTB history." NARTB now has all major radio and tv networks in membership. Recent drive brought total membership to 1,991, gain of 160 stations and one network since March 1. Richard M. Brown, KPOJ Portland, Ore., is membership committee chairman. NARTB now has 1,259 am stations, 332 fm, 271 tv, eight networks and 121 associates.

Budget Hearing Thursday

FCC hearing on its $6,870,000 fiscal 1956 budget by Senate Appropriations Subcommittee will resume at 10 a.m. Thursday instead of tomorrow (Tuesday) as previously scheduled [B•T, May 9], Sen. Warren G. Magnuson (D-Wash.), subcommittee chairman, said Friday. Senators are expected to question FCC closely about its proposed $80,000 study of broadcasting industry and other FCC policy matters.

FCC Sets Two-Year Policy

FCC requires station operators to keep program and operator logs two years, but it never has spelled out how long broadcasters must keep other reports—performance measurements, auxiliary transmitter tests, political candidates' requests for time, logs of experimental and auxiliary stations. FCC now has decided that those documents should also be kept on file for two years.

Weed Expands in Chicago

JOSEPH J. WEED, president of Weed Television Corp., New York, Friday announced expansion of Chicago sales staff. New sales manager is George Lindsay, who will supervise midwest sales staff including Bill Scharton, Dave Williams, Sam Eadie and Joseph Fisher Jr. Additions to staff are Messrs. Eadie and Fisher. Mr. Eadie was previously with promotion department of ABC and CBS and has been associated with tv staff of Free & Peters, Chicago. Mr. Fisher, who also has been with Free & Peters, was general sales manager of WENR-TV Chicago and KOVR (TV) Stockton, Calif.

UPCOMING

May 17-18: *Chicago Tribune* Forum on Distribution & Advertising, WGN studio, Chicago.
May 19-20: CBS-TV affiliates, Waldorf-Astoria Hotel, New York.
May 22: Radio Pioneers Banquet, Washington.
May 22-26: NARTB Convention, Shoreham and Sheraton-Park hotels, Washington.
For other Upcomings see page 151.

PEOPLE

MEREDITH M. DAUBIN, since 1938 in law firm of Dow, Lohnes & Albertson as tax attorney, has become associated with George O. Sutton, Washington communications attorney.

JOSEPH SANTLEY, recently producer-director with NBC-TV, appointed producer-director of Screen Gems' *Patti Page Show*, quarter-hour tv filmed series to be presented in 175 markets starting in July, under sponsorship of Oldsmobile.

MARVIN H. HULT, assistant manager, named manager of WMBD Peoria, Ill., by Charles C. Caley, president. **ROBERT O. RUNNERSTROM,** formerly manager of WLOK-AM-TV Lima, Ohio, joins WMBD in executive capacity. **HAROLD V. PHILLIPS,** sales manager, has resigned to join WTVH-TV Peoria as sales manager.

STEVE GILBERT, formerly of Radio-Tv Representatives Inc., N. Y., to New York sales staff, WAAT (TV) Newark.

GIL TURNER, formerly animator at Walter Lantz, has joined United Productions of America, Burbank, Calif., assigned to "Near-Sighted Mister Magoo" series.

JAMES W. BEACH, sales manager of ABC-owned WBKB (TV) Chicago, promoted to director of ABC-TV Central Div. He succeeds **GERALD VERNON,** who resigned.

EDWARD J. MONTAIGNE named Friday as supervisor of film production for CBS-TV program department. He will be associated with Nat Hiken, producer-director on new Phil Silvers' show, *You'll Never Get Rich*. He formerly was executive producer with William Esty Co.

WTRI (TV) Hearing Completed

FCC hearing on protest by WTRI (TV) Albany to Commission approval of purchase of WROW-TV Albany by CBS commentator Lowell Thomas and associates (see earlier story, page 116) was completed Friday with testimony by Mr. Thomas and H. V. Akerberg, CBS-TV stations relations vice president. Both supported testimony of CBS President Frank Stanton and others that CBS affiliation for WROW-TV was granted in best interests of CBS and not because of CBS debt to Mr. Thomas. Parties were given to June 30 to file proposed findings with Chief FCC Hearing Examiner James D. Cunningham.

Lever Studies Time Periods

LEVER BROS., currently sponsoring *Big Town* Wed., 10:30-11 p.m., on NBC-TV, studying other time periods and expects to take over Tues., 10:30-11 p.m. period, also on NBC-TV, next season when Chrysler and *It's a Great Life* will be forced out of that time because of sponsor conflict with Pontiac, moving into 9-10 p.m. spot. Lever Bros. also switched agencies for *Big Town* last week, moving from McCann-Erickson to Sullivan, Stauffer, Colwell & Bayles, New York.

WBKB (TV) Increases Rates

WBKB (TV) Chicago, ABC o&o outlet, announces new rate card (No. 8) with increases covering programs, announcements and station breaks. Program charges run from $2,200 for new one-hour Class AA time to $825 for one hour Class D time on same basis, all classes downscaled for more frequent usage. Class A hourly rate up from $1,650 to $2,000. Top on announcements and breaks is $400 for 20 seconds in Class A time (one to 12 times) and lowest is $150 for 20 seconds of Class C. Rates are retroactive to April 1, 1955.

the week in brief

MORE EVIDENCE FOR RADIO

New Politz study shows high am penetration in tv markets 31
ABC report cites effectiveness, low cost of network radio 32

U. S. CHARGES ANTITRUST

Justice Dept. files complaint against AAAA, ANPA and other printed media associations 33

NINE MAP FALL TV BUYING

Major advertisers take new shows, renew old ones as network plans take shape 34

A COLOR TV TAPE 'FIRST'

RCA, NBC join Minn. Mining & Mfg. in New York-to-St. Paul closed circuit relay 40

THE NARTB CONVENTION

It's a week away, and advance registration points to a record 46
The non-agenda activities 46
The equipment exhibits 73
The program exhibits 90
The technical papers 106

DOES RADIO GET RESULTS?

RAB conducts an annual contest to find out. Winners announced in 13 advertiser categories 52

FLANAGAN TO RESIGN FROM SRA

Station Representatives Assn. director will step down from active management. Successor expected soon .. 62

NATVIG WINS BIG ROUND

Justice Dept. drops major count in perjury case 68

THE MACK APPOINTMENT

Naming of Florida utilities man to FCC expected momentarily 70

SARNOFF'S COLD WAR STRATEGY

RCA chieftain submits a memorandum to the President, calls for radio-tv propaganda offensive 114

THE WROW PROTEST HEARING

Stanton says CBS is affiliating with Thomas-owned station as second choice in market 116

NLRB DECIDES NOT TO DECIDE

Labor relations board says it cannot rule in AFTRA-AFM jurisdictional dispute 121

QRG SHOWS ITS WARES

Quality Radio Group holds New York conference to detail shows, prices 122

THE TRANSITION AT DUMONT

Network's live operation is slowly, but surely, on the way out. Electronicam has big role in future plans 127

A RECORD QUARTER AT CBS

Parent company nets $3.9 million in first three months of 1955 131

CANADA'S COLOR ISN'T READY

That's what the advertisers hear at Toronto session 136

departments

Advertisers & Agencies 33	For the Record 142	On All Accounts 26
At Deadline 7	Government 68	Open Mike 16
Awards 134	In Review 14	Our Respects 22
Closed Circuit 5	Lead Story 31	Personnel Relations .. 121
Editorial 152	International 136	Professional Services . 66
Education 134	Manufacturing 131	Program Services 130
Feature Section 73	Milestones 142	Programs & Promotion 139
Film 40	Networks 127	Stations 122
		Trade Association ... 46

Broadcasting Publications Inc.
Sol Taishoff
President

Maury Long
Vice President

H. H. Tash
Secretary

B. T. Taishoff
Treasurer

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg.
1735 DeSales St., N.W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

EDITOR & PUBLISHER
Sol Taishoff

MANAGING EDITOR
Edwin H. James

SENIOR EDITORS
Rufus Crater (New York), J. Frank Beatty, Bruce Robertson

NEWS EDITOR
Fred Fitzgerald

SPECIAL PROJECTS EDITOR
David Glickman

ASSOCIATE EDITORS
Earl B. Abrams, Lawrence Christopher

ASSISTANT NEWS EDITOR: Don West

ASSISTANT EDITOR: Harold Hopkins

STAFF WRITERS: Ray Ahearn, Jonah Gitlitz, Louis Rosenman, Peter Pence.

LIBRARIAN: Norma Wooton

EDITORIAL ASSISTANTS: Jacqueline Eagle, Kathryn Ann Fisher, Eli Fritz, Joan Sheehan, Audrey Weston. SECRETARY TO THE PUBLISHER: Gladys L. Hall.

BUSINESS

VICE PRESIDENT & GENERAL MANAGER
Maury Long

SALES MANAGER
Winfield R. Levi (New York)

SOUTHERN SALES MANAGER: Ed Sellers

PRODUCTION MANAGER: George L. Dant

TRAFFIC MANAGER: Harry Stevens

CLASSIFIED ADVERTISING: Wilson D. McCarthy
Eleanor Schadi, M. Gwen Moore.

AUDITOR-OFFICE MANAGER: Irving C. Miller
ASSISTANT AUDITOR: Eunice Weston.

ART-LAYOUT: Duane McKenna

CIRCULATION & READERS' SERVICE

MANAGER
John P. Cosgrove

Frank N. Gentile, Joel H. Johnston, Sharleen Cappella, Jean Weston, George Neitzey, William Phillips.

BUREAUS

NEW YORK
444 Madison Ave., Zone 22, PLaza 5-8355

Editorial

SENIOR EDITOR: Rufus Crater

AGENCY EDITOR: Florence Small

ASS'T NEW YORK EDITOR: David W. Berlyn

NEW YORK FEATURES EDITOR: Patricia Kielty

NEW YORK ASSIGNMENTS EDITOR: Rocco Famighetti
Selma Gersten, Sally Creley

Business

SALES MANAGER: Winfield R. Levi

SALES SERVICE MANAGER: Eleanor R. Manning

EASTERN SALES MANAGER: Kenneth Cowan
Dorothy Trantow

CHICAGO
360 N. Michigan Ave., Zone 1, CEntral 6-4115

MIDWEST NEWS EDITOR: John Osbon

MIDWEST SALES MANAGER: Warren W. Middleton
Barbara Kolar

HOLLYWOOD
6253 Hollywood Blvd., Zone 28, HOllywood 3-8181

WESTERN NEWS EDITOR: Leo Kovner

TV FILM EDITOR: Marjorie Ann Thomas

WESTERN SALES MANAGER: Wallace H. Engelhardt

Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

SUBSCRIPTION INFORMATION

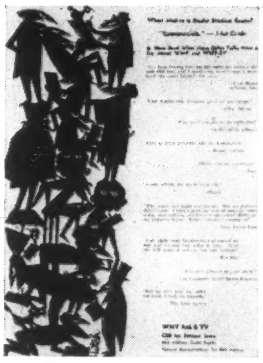
Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $3.00 per copy.

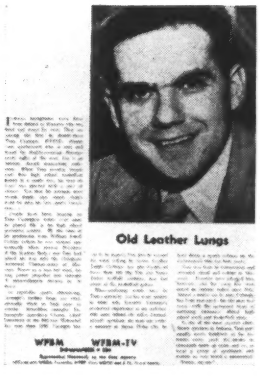
ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

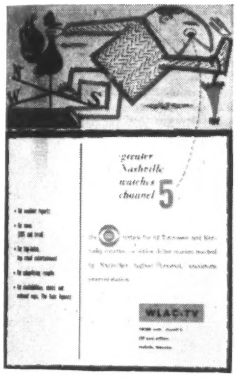
BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecasting* in 1953.

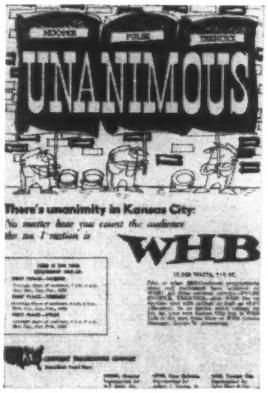
*Reg. U. S. Patent Office

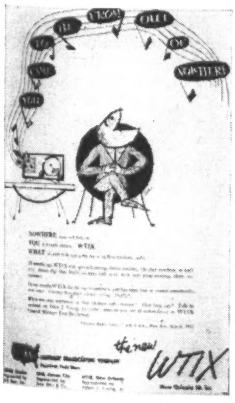
Copyright 1955 by Broadcasting Publications Inc.

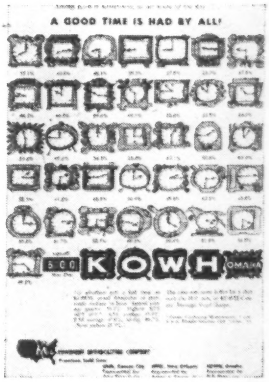












NARTB Convention Visitors:

(This is an advertisement about advertising)

If you like the station advertising for WMT, KGNC, WFBM, WLAC-TV, WTIX, WHB, KOWH, WCHS (in order of our appearance on their respective scenes), perhaps, while you're in town, you'd like to visit their agency.

Object: Matrimony

The agency believes at least two things about station promotion:

1. It should be readable, even entertaining, if possible.
2. It should be believable.

Henry J. Kaufman & Associates
Advertising & Public Relations

1419 H Street Northwest, Washington, D. C.

Phone District 7-7400. Ask for Henry Kaufman, Jeff Abel, Ted Mandelstam, or Harry London.

We do not handle stations whose territories overlap. We spend more time on a station's advertisements than the commission allowed by a trade magazine can adequately compensate for. Therefore, we charge service fees. We think they are reasonable.

NO SELLING C

WITHOUT T

WBC RADIO STATIONS—
DELIVER 26%* MORE HOMES
THAN ANY OTHER COMBINATION
OF STATIONS IN THESE
MARKETS

In Boston, WBZ+WBZA, 51,000 watts, the only New England station with primary coverage in all six states.

In Philadelphia, KYW, 50,000 watts, delivers America's third market, covers 1,160,900 homes in 36 counties.

In Pittsburgh, KDKA, 50,000 watts, sells strong in 108 counties where 8 million people spend over 7¼ billion dollars annually.

In Fort Wayne, WOWO, 50,000 watts, covers 69 rich counties in Indiana, Michigan, Ohio. $4,499,760,000 retail sales last year.

In Portland, KEX, 50,000 watts, Oregon's only top-powered station, blankets the Pacific Northwest.

WBC TV STATIONS—
FIRST IN 4 OF THE 9
MILLION-SET
MARKETS IN THE U.S.

In Boston, WBZ-TV, Channel 4, New England's first TV station delivers America's 6th market, 1,267,223 homes.

In Philadelphia, WPTZ, Channel 3, gives a clearer picture to more people over a wider area than any other Pennsylvania station.

In Pittsburgh, KDKA-TV, Channel 2, Number one TV station in western Pennsylvania delivers America's 8th market, 1,134,110 TV homes.

In San Francisco, KPIX, Channel 5, Northern California's pioneer TV station delivers America's 7th market, 1,159,055 TV homes.

That's why no selling campaign is complete without the WBC stations. Put WBC in your plans. Call any station, or Eldon Campbell, WBC National Sales Manager, PLaza 1-2700, New York.

*Nielsen Coverage Service—nighttime

CAMPAIGN IS COMPLETE

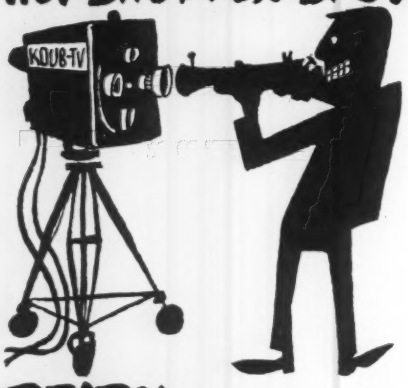
THE WBC STATIONS

WESTINGHOUSE BROADCASTING COMPANY, INC.

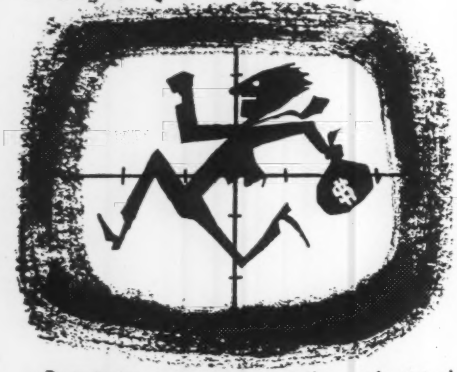
WBZ + **WBZA** • **WBZ-TV**, *Boston;* **KYW** • **WPTZ**, *Philadelphia;* **KDKA** • **KDKA-TV**, *Pittsburgh;*
WOWO, *Fort Wayne;* **KEX**, *Portland;* **KPIX**, *San Francisco*

KPIX represented by THE KATZ AGENCY, INC.
All other WBC stations represented by FREE & PETERS, INC.

HOT SHOT FOR SPOTS



READY for a sure thing?



AIM your message at the nation's 3rd fastest growing metropolitan area

FIRE away..atless cost per viewer than with any other Texas TV.

CBS TELEVISION & DUMONT TOO
KDUB-TV
LUBBOCK, TEXAS
NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.
PRESIDENT & GEN. MGR., W. D. "DUB" ROGERS GEORGE COLLIE, NAT'L. SALES MGR.

VE+10

WHAT has happened in the decade since VE Day, May 8, 1945, when the European part of World War II came to a victorious end for the Allies? Where do we stand now? What lies ahead?

Those questions, asked by editors and reporters of the *Washington Post & Times Herald* and answered by 10 military, scientific and political leaders, a small boy and a cartoonist, made up an hour-long tv show originated at the paper's tv station, WTOP-TV Washington, and broadcast over the CBS-TV network on the 10th anniversary of VE Day, May 8, 1955.

The answers, elicited in succinct, to-the-point filmed interviews, were to some extent reassuring to the families watching on that Mother's Day afternoon. Peace will continue for the foreseeable future, the military and scientific men agreed. (Only the cartoonist, Bill Mauldin, anticipated war.)

But the peace they foresaw is a cold war peace, a peace based not on a mutual desire of the Communist and Western powers to live in harmony but on a mutual fear to unleash the new weapons of war. Peace through U. S. military strength too great for the Communists to dare to challenge—that's the way we shall stay out of war, they said. If we'd been stronger—and wiser—in the period immediately following World War II we'd be better off today.

Harry S. Truman, President when Germany surrendered; Gen. Walter Bedell Smith, who accepted the surrender; Gen. Omar Bradley, field commander of more troops than any other general in our history; Adm. Alan G. Kirk, in charge of getting our troops to Europe; Gen. Carl Spaatz, whose airmen dropped a million and a half tons of explosives on Germany; Dr. Vannevar Bush, coordinator of wartime science; Dr. Werner von Braun, developer of the V-2 rocket—were all of one mind: military strength, atomic weapons too terrible to use, will insure peace.

Our need for moral strength was urged by Averell Harriman, Ambassador to Russia on VE Day and now governor of New York, and by Secretary of State John Foster Dulles, who stated: "Peace and justice are goals which cannot be achieved without sacrifice and without dedication. Surely people ought to be willing to sacrifice as much for peace as they would be able to sacrifice if there were a war and they were striving for victory."

Mark Berch, who was born on VE Day and wants to be an astronomer when he grows up, said he thinks that "now is a satisfactory time to live in." President Eisenhower expressed the sentiments of many a viewer when he said: "I wish that in this cold war we could now get some victory that would make us feel as good as we felt that day of May 1945."

Although the interviews were filmed individually, they were skilfully blended together by the intervening remarks of Philip Graham, publisher of the *Washington Post & Times Herald* and narrator of *VE+10*. A rapid recap, with just a glimpse of each participant as he uttered his key phrase, gave an unusually satisfactory conclusion to the thought-provoking hour.

Broadcast on CBS-TV, May 8, 2:30-3:30 p.m., originating at WTOP-TV Washington.

Producer-director: Larry Beckerman; co-producer and news editor: Alfred Friendly; coordinator for WTOP-TV: Thomas Jones.

Filmed by: Hal Saylor and Ralph Schultz.

Narrator: Philip L. Graham.

Interviewees: President Dwight D. Eisenhower, former President Harry S. Truman, Gov. Averell Harriman of New York, Sec. of State John Foster Dulles, Gen. Omar Bradley, Gen. Carl Spaatz, Adm. Alan G. Kirk, Gen. Walter Bedell Smith, Dr. Vannevar Bush, Dr. Werner von Braun, Bill Mauldin, Mark Berch.

Interviewers: Eddie Folliard, Chalmers Roberts, Robert Estabrook, Edward Ryan, Milton Caniff, Jean Rogers, Alfred Friendly, Jack Norris, J. R. Wiggins, Stewart Alsop, Herblock.

LET'S TAKE A TRIP

FOR AILING penguins with sore throats the treatment is rest and an injection of what probably is just plain vaccine of a type long known to penguins.

For the overstuffed—with peanuts, that is—llama, stomach aches can be straightened out by a careful diet, and, of course, a rationing of peanuts.

This new knowledge was imparted in a visit Sunday (May 8), via CBS-TV, to the animal hospital in New York's Bronx Zoo.

Let's Take a Trip (Sunday, 3:30-4 p.m. EDT), primarily a children's show, should rate as tops for adult watchers as well. During the few weeks it's been around the program has been at sea on a real, live tugboat and aloft in a whirling helicopter. Back on land on May 8, it visited the animal hospital. Journeying is by live tv camera which follows the footsteps of two child actors—Ginger MacManus and Brian (Pud) Flanagan—and the host and guide, Sonny Fox, a personable and natural children's "companion."

The visit to the zoo hospital excellently illustrates the program's format and its attraction as a television show.

Telecast on CBS-TV, Sun., May 8, 3:30-4 p.m. EDT, sustaining.

Stars: Sonny Fox, host and guide; Ginger MacManus and Brian (Pud) Flanagan, young travelers.

Production by CBS Public Affairs with producer Bill Weinstein (who alternates weekly with Stephen Fleischman).

Director: Roger Englander; technical director: Verne Cheeseman and Sandy Bell.

Writer: Selig Alkon (who alternates weekly with Bob Allison).

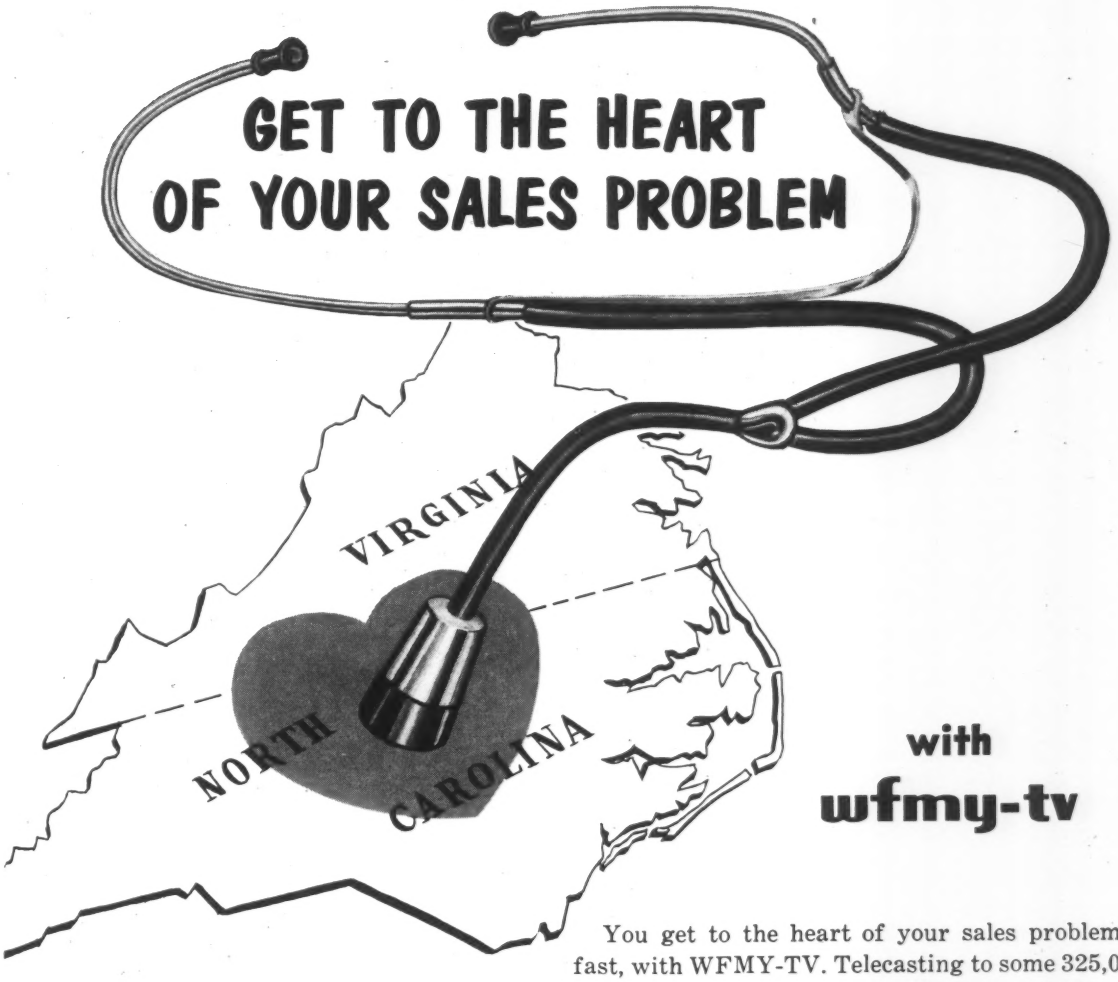
★ ★ ★

BOOKS

TOP TV SHOWS OF THE YEAR, by Irving Settel. Hastings House, 41 E. 50th St., New York 22, N. Y. 270 pp. $5.50.

SCRIPTS from telecasts of *Johns Hopkins Science Review, Jackie Gleason Show, See It Now, March of Medicine, Kraft Television Theatre, Goodyear Television Playhouse, Camel News Caravan, What's My Line?, Meet the Press* and *Home* make up this interesting anthology, unusual in that it includes other than purely dramatic tv shows.

Not the least interesting aspect of the book is Mr. Settel's statement of the method of selection of the "top" programs. "With the cooperation of producers from the major networks and stations, and advice from a group of distinguished persons vitally interested in the subject, standards were devised to meet the various aspects of the problem," he writes in his introduction. "It was decided, for example, that television, being a new medium, must be judged as such. It was agreed that *true* television should be considered on the basis of *live* performance—with its sparkle, its spontaneity, its immediacy . . . One concession was permitted. The *live* program which utilized film portions to broaden its scope, would qualify, for this was *true* television technique." The italics are the author's.



with
wfmy-tv

You get to the heart of your sales problem—fast, with WFMY-TV. Telecasting to some 325,000 TV homes in the Prosperous Piedmont section of North Carolina and Virginia, WFMY-TV has the true pulse of this mighty industrial area. *No station or group of stations* completely covers the Prosperous Piedmont as does WFMY-TV.

Too, WFMY-TV is the *only* CBS television affiliate serving this $2.3 billion market where there are over 2 million customers for your product. With full 100,000 watts power . . . plus nearly 6 years experience programming to this 46 county gold mine . . . WFMY-TV gets to the heart of your sales problem—fast!

To get your share of sales in the Prosperous Piedmont, call your H-R-P man today.

wfmy-tv
Channel 2
GREENSBORO, N. C.

Represented by
Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco

CBS
Now In Our Sixth Year

OPEN MIKE

Free-for-All

EDITOR:

I see that some people now want radio and tv to give "free" time to candidates. There is no such thing as "free" time, it all costs money, and the Hatch Act makes it illegal for a company or corporation to make a contribution of money or anything of value to a candidate for federal office.

Now, however, since some big minds think that companies and corporations should give something to candidates, perhaps they should go further and state that radio and television must contribute time; newspapers, space; billboards, billboards; direct mail, direct mail; button manufacturers, buttons; picture postcard manufacturers, picture postcards; smoke writers, smoke; ghost writers, ghosts; and all other companies and corporations, money. Almost forgot the cigar makers. In each case each organization must give an equal amount of time, space, billboards, direct mail, buttons, postcards, smoke, ghosts, cigars and money to each candidate.

This is my plan for systematizing chaos.

Nathan Lord, Manager
WAVE-AM-TV Louisville, Ky.

P.S. Unemployed and retired persons will be compelled on a non-discriminatory basis to watch, listen, read, wear, peruse, observe, receive, smoke.

Constant Reader

EDITOR:

. . . Of course, I have resubscribed since locating here . . . I know that I could never get along without B•T and I continue to enjoy it consistently . . .

Tom Slater, Dir., Radio & Tv
Fuller & Smith & Ross, Cleveland

B•T Is There

EDITOR:

The *You Are There* film story [B•T, April 11] is wonderful. Please send me 50 reprints. We would like to send them to the 50 top Prudential executives throughout the country.

Patrick J. Shannon
Calkins & Holden, New York

Two More Stations Heard From

EDITOR:

An item concerning the sports programming of WFOB-AM-FM Fostoria, Ohio [B•T, April 25] . . . forces me to take up the challenge. They mention carrying 77 basketball games and the Cleveland Indians baseball, and then say "would like to see any station in the nation post evidence of a better sports record."

Well, here goes: WPAD-AM-FM carried 142 basketball games this season, including local high school regular season games; the district, regional and state basketball tournaments complete, plus the U. of Kentucky games . . . 30 football games, and airs the St. Louis Cardinal baseball games including spring training, or 189 in all . . .

Ray Mofield, Sports Dir. & Asst. Gen. Mgr.
WPAD-AM-FM Paducah, Ky.

EDITOR:

Re item in 4/25/55 issue of B•T: "WFOB-AM-FM would like to see any station in the nation post evidence of a better sports record." If the Messrs. Murray and Wise think they offer top sports programming, let them look to their laurels. Here is the line-up at WESB, a 250-watt MBS outlet located in a city of 18,000 in the heart of Pennsylvania's oil fields:

13 public high and Catholic high school football games (local). 28 public high and Catholic high school basketball games (local). 106 Bradford Phillies Pony League baseball games (local). Saturday, Sunday, holiday games of N.Y. Yankees (Empire Network). 11 Notre Dame football games (Irish Network). Pro basketball, college basketball, ice hockey from Madison Square Garden (3-4 weekly, MBS). All-Star Game and World Series (MBS). 31 local sportscasts weekly, 1,567 local sportscasts yearly. Network sportscasts from Harry Wismer, Jack Brickhouse and others. Cleveland Browns football network and St. Bonaventure basketball network (in former years—both now defunct).

What the foregoing all adds up to is close to 2,000 play-by-play broadcasts and studio sportscasts per annum here at WESB. If that doesn't top the WFOB record, may I be imprisoned in the Polo Grounds for the next five seasons. (Fate worse than death for a Brooklyn fan!)

Jack Laflin, Sports Director,
WESB Bradford, Pa.

Yearbooks Useful to Agencies

EDITOR:

. . . the 1955 BROADCASTING Yearbook-Marketbook. I am sure that this will be as useful as ever throughout the year.

C. E. Midgley Jr., Asst. Vice President
Ted Bates & Co., New York

EDITOR:

. . . I have found many occasions in past years to refer to the yearbook. I am glad to have a new one on hand . . .

Lorraine V. Ruggiero
Young & Rubicam, New York

EDITOR:

. . . It may interest you to know that our back file of this series is constantly referred to, inasmuch as the history of a particular market is often an important tool in estimating future trends.

I would like to add my congratulations to the others I am sure you have received on this

Please send to:

GOLF COMMITTEE
Broadcasting • Telecasting Magazine, 1735 DeSales St., N.W., Wash. 6, D. C.

Please enter me in the annual NARTB-BT Golf Tournament to be held at the Goose Creek Country Club, Leesburg, Va., Sunday, May 22, starting at 9:00 a.m.

I shall want a ride in your buses which will leave the entrance of the Sheraton Park Hotel at 8:45 a.m. □

SIGNED .....COMPANY .....

IN CONJUNCTION WITH THE NARTB CONVENTION

THE DAYTIME BROADCASTERS ASSOCIATION URGES ALL MEMBER STATIONS (AND INTERESTED NON-MEMBERS) TO ATTEND THE MAY 23rd MEETING TO BE HELD IN THE SHOREHAM HOTEL MONDAY–MAY 23rd-4:30 P.M.

A NATIONAL ASSOCIATION OF OVER 200 MEMBERS ORGANIZED TO SERVE THE INTERESTS OF ALL DAYTIME & LIMITED TIME STATIONS

OUR PRINCIPAL OBJECTIVES

1

Seek fixed hours daily the year-round for Daytime stations. 5:00 AM to 7:00 PM daily.

2

Limit interference-free primary contour protection for ALL stations to .5 millivolt per meter daytime.

3

Represent the interests of Daytime and Limited stations so that the broadcast services of "Daytimers" can more adequately serve in the public interest.

ONE-THIRD (900) OF THE NATION'S 2700 "AM" BROADCAST STATIONS ARE DAYTIME ONLY. TWO-THIRDS OF THESE (574) ARE IN COMMUNITIES THAT ARE WITHOUT FULLTIME "AM" SERVICE.

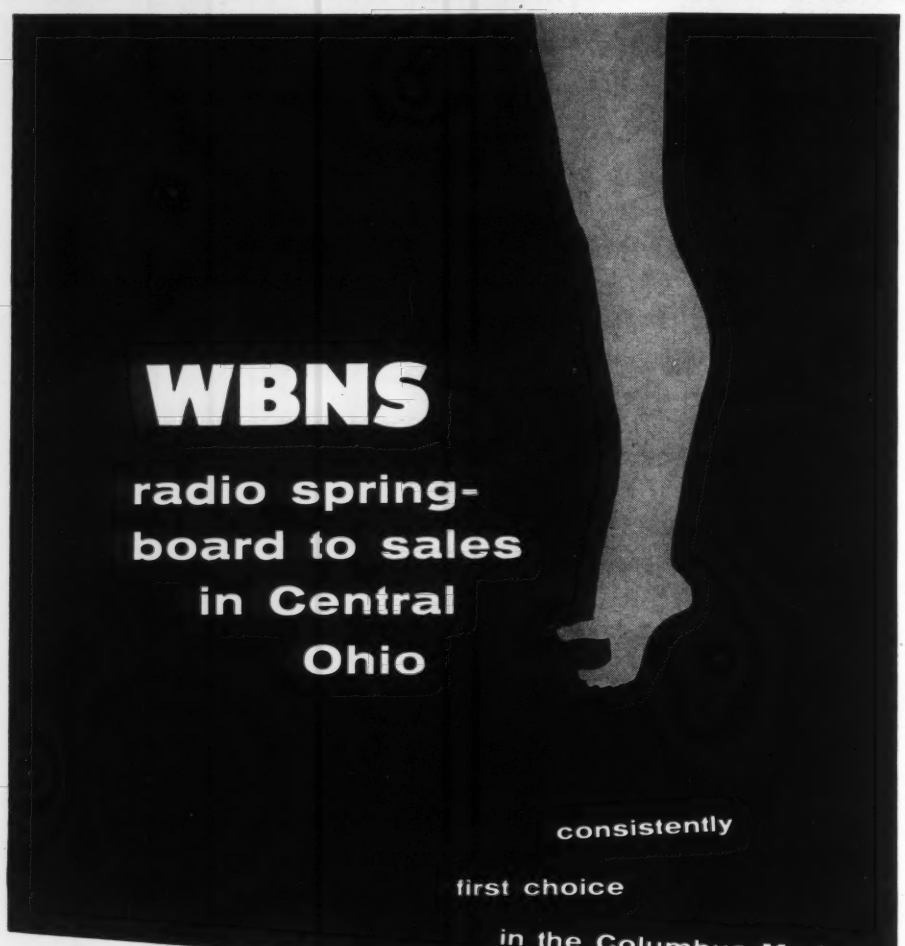
If you are one of these Orphans of the Radio Spectrum, we urge you to make plans now to attend this meeting. It's vital to your welfare!

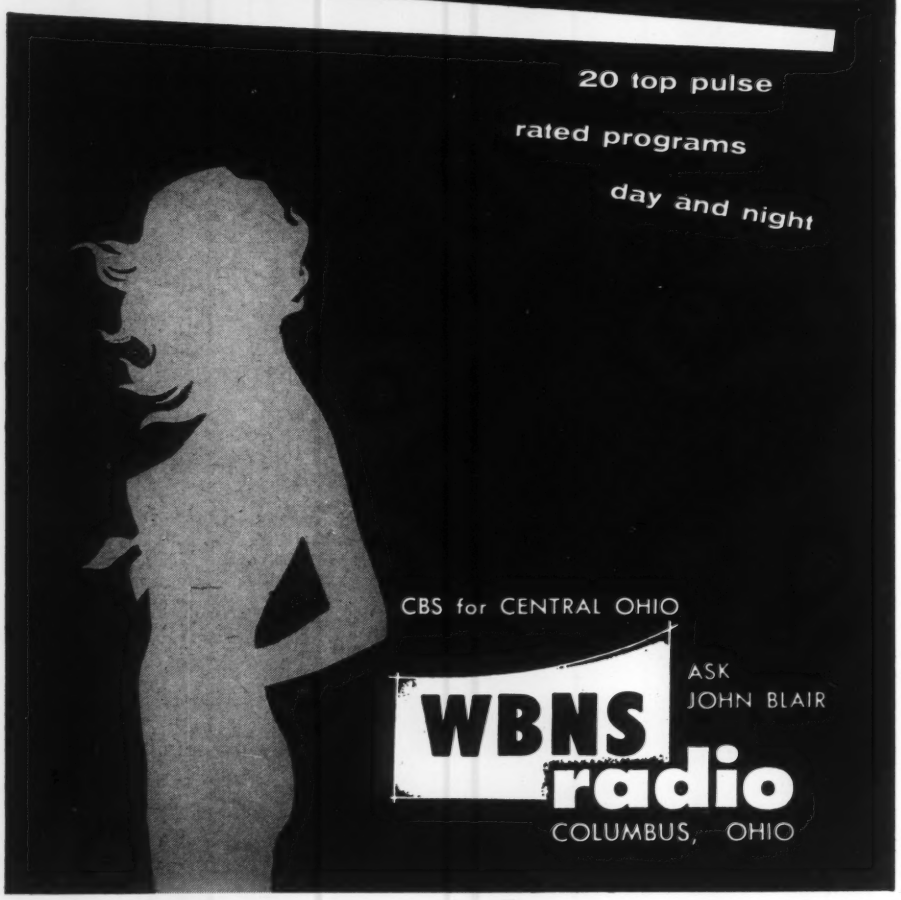
Ray Livesay, President, DBA
WLBH (WHOW), Mattoon, Illinois

Alf M. Landon, Vice Pres.
(KSCB, Liberal, Kans.)
Topeka, Kansas

George Volger, Secretary
KWPC, Muscatine, Iowa

Jack Younts, Treasurer
WEEB, Southern Pines, N. C.





wonderful annual you publish. Please be assured the YEARBOOK has been put to use quite a bit so far and will be referred to constantly.

Thomas J. Glynn
J. Walter Thompson Co., New York

EDITOR:

. . . The value of this book to a timebuyer is inestimable. Actually, I cannot exaggerate its utility. In the few days that I have had the book, I have had recourse to use information included therein no fewer than on three separate occasions. It is really a wonderfully unbiased source of comprehensive radio information—which I need not tell you how difficult it is for a timebuyer to come by.

Elaine Schachne
Emil Mogul Co., New York

EDITOR:

. . . I won't say it has replaced my large store of comic books, but I do find it very helpful—especially the section dealing with the agencies . . .

Jeane Jaffe
Lennen & Newell, New York

WAPA Not for Sale

EDITOR:

With reference to your news story May 9, page 78, I wish to state unequivocally that WAPA-AM-TV San Juan, Puerto Rico, is not for sale.

Jose Ramon Quinones
President & Owner
WAPA-AM-TV San Juan, P.R.

Teacher's Pet

EDITOR:

Although the education section in B•T is necessarily rather brief, it has become the best regular source of news in the area of educational broadcasting. Thank you for this service.

Gale R. Adkins, Dir. of Radio-Tv
U. of Texas, Austin

Cheers for Fellows

EDITOR:

Congratulations on the fine interview with Hal Fellows [B•T, May 2]. The picture series was very good, too . . .

Ray Livesay, President
Daytime Broadcasters Assn.

Good Relations

EDITOR:

That was a very good article on the Scott Paper Co. and its relationship to television [B•T, April 4]. I appreciated the kind things you had to say about their sponsorship of *Omnibus* . . .

Robert Saudek, Executive Producer
Tv-Radio Workshop
The Ford Foundation, New York

We Want Sweeney

EDITOR:

. . . Please enter an order for us for 250 reprints of the interview with Kevin Sweeney of RAB that appeared in the March 28 issue of B•T. We plan to distribute same to our member stations and have a few copies in reserve . . .

Charles W. Fenton, Sales Dir.
Canadian Assn. of Radio & Television Broadcasters
Toronto, Ont.

[EDITOR'S NOTE: To meet the demand, B•T has made a second reprinting of the interview with Mr. Sweeney. Copies are available at 15 cents apiece, $15 a hundred.]

with WAVE

you don't buy the hog—

YOU BUY THE BACON!

WAVE and *only* WAVE gives you the real *meat* of Kentucky . . . *at the right price,* without waste.

BIGGEST MARKET

The rich Louisville Trading Area accounts for 42.5% of Kentucky's total Effective Buying Income! The borders of this area coincide almost exactly with those of WAVE'S 50% BMB daytime area.

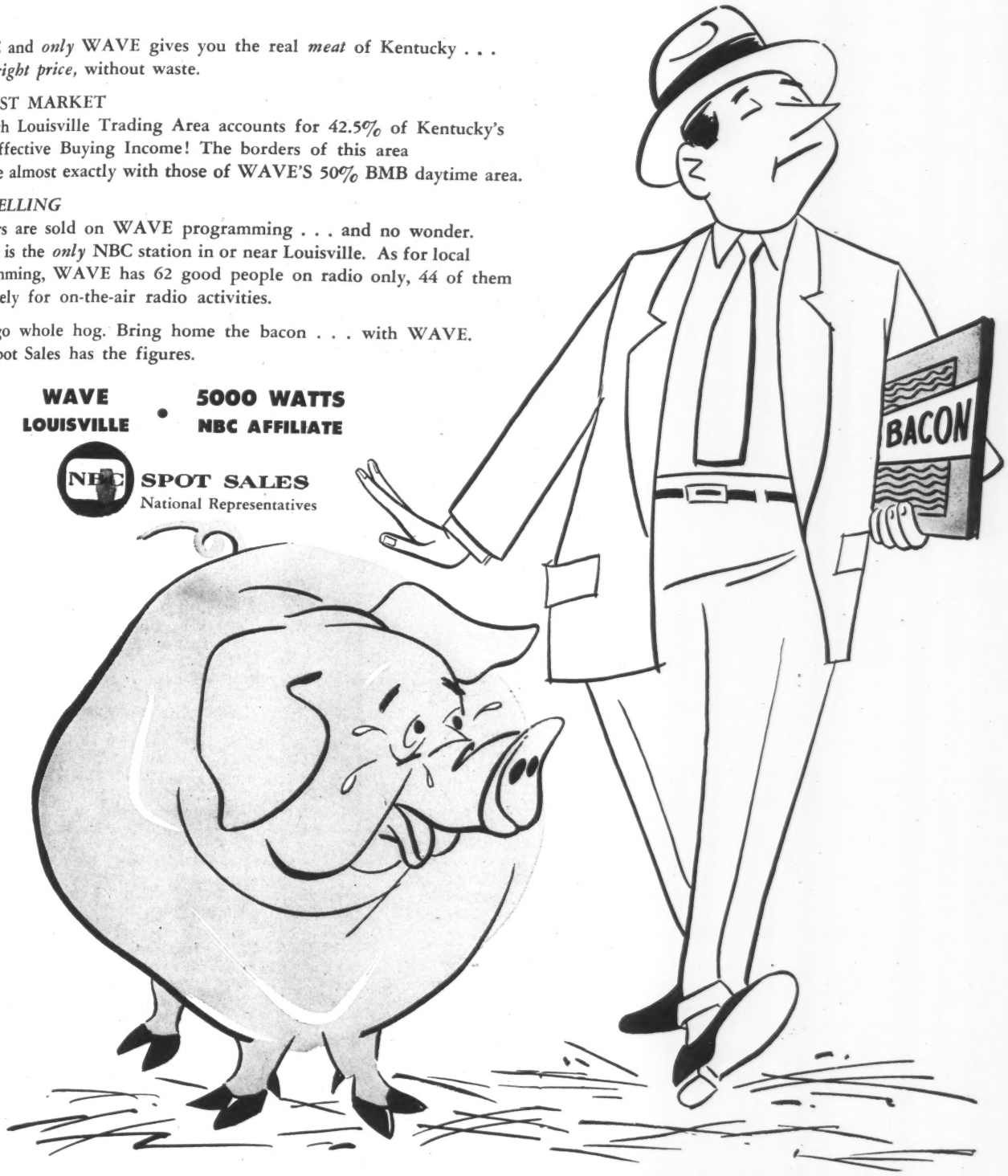
TOP *SELLING*

Listeners are sold on WAVE programming . . . and no wonder. WAVE is the *only* NBC station in or near Louisville. As for local programming, WAVE has 62 good people on radio only, 44 of them exclusively for on-the-air radio activities.

Don't go whole hog. Bring home the bacon . . . with WAVE. NBC Spot Sales has the figures.

WAVE
LOUISVILLE • **5000 WATTS**
NBC AFFILIATE

NBC **SPOT SALES**
National Representatives



SPE TA

out of the NBC-TV Spectacular comes

OLOR S

RESERVE THESE IMPORTANT SELLING DATES:

September 11	Premiere
October 9	Fall Season
November 6	Pre-Thanksgiving
December 4	Pre-Christmas
January 1	New Year's Day and Winter Travel
January 29	Cold Weather Items
February 26	Pre-Spring, Lent
March 25	Pre-Easter
April 15	Spring Items
May 6	Pre-Mother's Day
June 10	Pre-Father's Day and Graduation
July 8	Summer Season
August 5	Summer Travel
September 2	Back to School

CULAR

Now for the first time the excitement and power of the Spectaculars is within the budget of any national advertiser!

COLOR SPREAD, a new series of 90-minute color extravaganzas, will be introduced this fall and will be sold on a participation basis. It will be seen in the primest of prime evening time, 7:30-9:00 PM, NYT, approximately every fourth Sunday.

SPECTACULAR SCHEDULE: On COLOR SPREAD you will be able to place a full 90-second commercial immediately before every major merchandising event throughout the year. Note the key dates at the left, buy as many participations as you need—on the dates you need them most.

SPECTACULAR AUDIENCE: Based on the performance of the NBC Spectaculars this past season, an audience of over 30,000,000 viewers is expected for every COLOR SPREAD commercial.

SPECTACULAR SALES IMPACT: The Sunbeam Corporation reports that more than a million Sunbeam Fryers have been sold, at $25 each, following its commercials on NBC-TV's Spectaculars. COLOR SPREAD is something that your salesmen can crow about. Its gigantic nation-wide promotion and publicity can be merchandised to the hilt.

Call your NBC representative while choice selling dates are still available.

exciting things are happening on NBC TELEVISION

R SPREAD

Even in our wildest dreams we didn't believe we were so good, but Mr. Pulse put his fingers on the collective wrists of 22 Middle Georgia counties a few weeks ago and reports that the heart of the state *really* beats for our TV.

Yessir, 65% to 73% share of audience on week days; 72% to 76% on Saturdays; 64% and 71% in the two Sunday breakdowns. Four other stations and "misc" had rather lean pickin's on what was left.

When it came to the "top fifteen once a week shows" they were all on WMAZ-TV, as well as all of the "top ten multi-weekly shows," and those ten included five of our own 13 daily live productions.

Yep, we don't take off our hat too much around these parts, as you can easily find out by asking Avery-Knodel to show you the latest Pulse which brought out the above facts.

We know we can be a good salesman for you, and we think a good salesman should always ask the prospect to buy.

So, Mr. Advertiser, how about buying Georgia's Lucky 13 station?

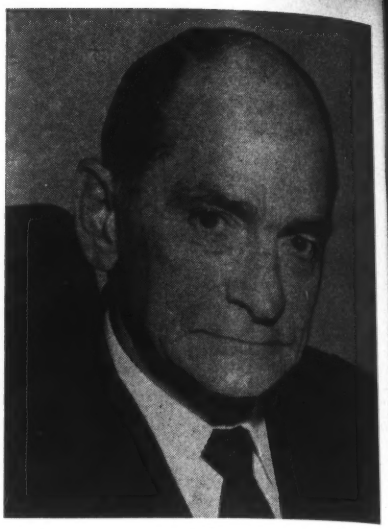
Cobb

SOUTHEASTERN BROADCASTING COMPANY

MACON, GA.

our respects

to GEORGE CARLTON McCONNAUGHEY



WHAT manner of man is he, this McConnaughey who runs the FCC?

And run it he does, perhaps as no man has since the days of James Lawrence Fly.

Three thousand broadcasters who will attend the NARTB convention in Washington next week will make their own appraisal of the FCC's new chieftain when he addresses them at the May 24 luncheon, and afterward operates in the cross-fire of the FCC panel quiz.

George Carlton McConnaughey says he learned two things when a boy in Hillsboro, Ohio. One was that to earn a dollar one has to work. The other, a passionate love for his native state and that for which it stands. Add his Scottish ancestry and an adult lifetime devoted to law, and you have a man with strong convictions about free enterprise and states' rights.

George McConnaughey hasn't been on the communications scene long enough to earn either the brickbats or the bouquets of the regulated body-politic. He has demonstrated that he doesn't intend to brook any interference with his prerogatives as chairman. But he has also given evidence of a quiet sense of humor in his conversations and speeches.

A life-long Republican, he was appointed by President Eisenhower last fall to succeed former FCC Comr. George E. Sterling, whose term runs to June 30, 1957. Mr. McConnaughey is noted for his administrative ability and has 30 years experience in corporation law, utility regulation and business dealings.

He has made six speeches prior to next week's address to the NARTB. Throughout these talks, one thread has been repeated and emphasized.

"My firm conviction is that government should exert a minimum of interference with the lives and fortunes of its citizens," Mr. McConnaughey said at Light's Diamond Jubilee banquet in Cleveland last October.

"I favor as few controls as possible and only those that are justified and basically necessary in the public interest," he told the National Assn. of Educational Broadcasters in New York last October.

"Government should not exercise controls over the free enterprise system except when it is definitely in the public interest," he said to the Institute for Education by Radio-Television in Columbus last month.

Mr. McConnaughey was born in Hillsboro, the county seat of Highland County, Ohio, June 9, 1896. Hillsboro, population 5,000, is about 50 miles from Cincinnati. The son of a country doctor, he took care of his father's horses and earned spending money selling milk from the family's cows. He entered Denison U. in Granville, Ohio, and in his junior year enlisted in the Army for World War I service. As a field artillery lieutenant, Mr. McConnaughey saw combat overseas in the Meuse-Argonne and Verdun battles.

It was at officer training camp that he met and became fast friends with a fellow Ohioan, John W. Bricker. Sen. Bricker (R-Ohio) is senior Republican on the Senate Commerce Committee, which oversees FCC matters.

Returning to Denison after the armistice, Mr. McConnaughey completed his schooling there, with a Ph. B. in 1920, and went on to Western Reserve U. Law School in Cleveland, receiving an LL. B. in 1923.

At Denison, the young McConnaughey was what is termed today a big wheel. He pitched for the varsity baseball team. He was the Ohio intercollegiate pole vaulting champion. He also ran the low hurdles and the 50-yard dash. He was president of his junior class, a member of the dramatic society and sang second tenor in the glee club.

In college he was Sigma Chi and in law school Phi Delta Phi, the legal fraternity.

For 16 years after law school, Mr. McConnaughey practiced law in Cleveland. During this time he also served for two years as assistant law director for the city. His specialty was corporation law.

In 1939, Ohio's then Gov. Bricker appointed Mr. McConnaughey to be chairman of the Ohio Public Utilities Commission in Columbus, the state capital. He served for six years.

In 1945, Mr. McConnaughey resumed his law practice in Columbus—corporation and utilities representation.

After eight years of private practice, Mr. McConnaughey was again called to public service. President Eisenhower appointed him in the fall of 1953 to be chairman of the Federal Renegotiation Board. This is the agency which oversees the settlement of government contracts. It was from there he was chosen to be FCC chairman last October. He was confirmed last March.

One year after Mr. McConnaughey became a lawyer, he married Nelle Louise Morse. Both had been students at Denison. The McConnaugheys have two sons, George C. Jr., a Columbus attorney, and David C., an Air Force lieutenant.

Mr. McConnaughey is a Presbyterian and a Mason. He is a member of the American Legion, the Columbus Athletic Club and the Scioto Country Club. He is also a trustee of his alma mater, Denison U.

His philosophy about broadcasting was summed up for B•T two weeks ago:

"Broadcasting," he said, "must be kept as an open, free, private enterprise. There must be a minimum of government control. Broadcasting is not in the public utility category."

H-R REPRESENTATIVES, INC.
TELEVISION INC.

invite you

to make

Foot Prints

to our suite

in the

STATLER HOTEL
Washington, D. C.

during the

NARTB Convention

MAY 22-26

RADIO TELEVISION

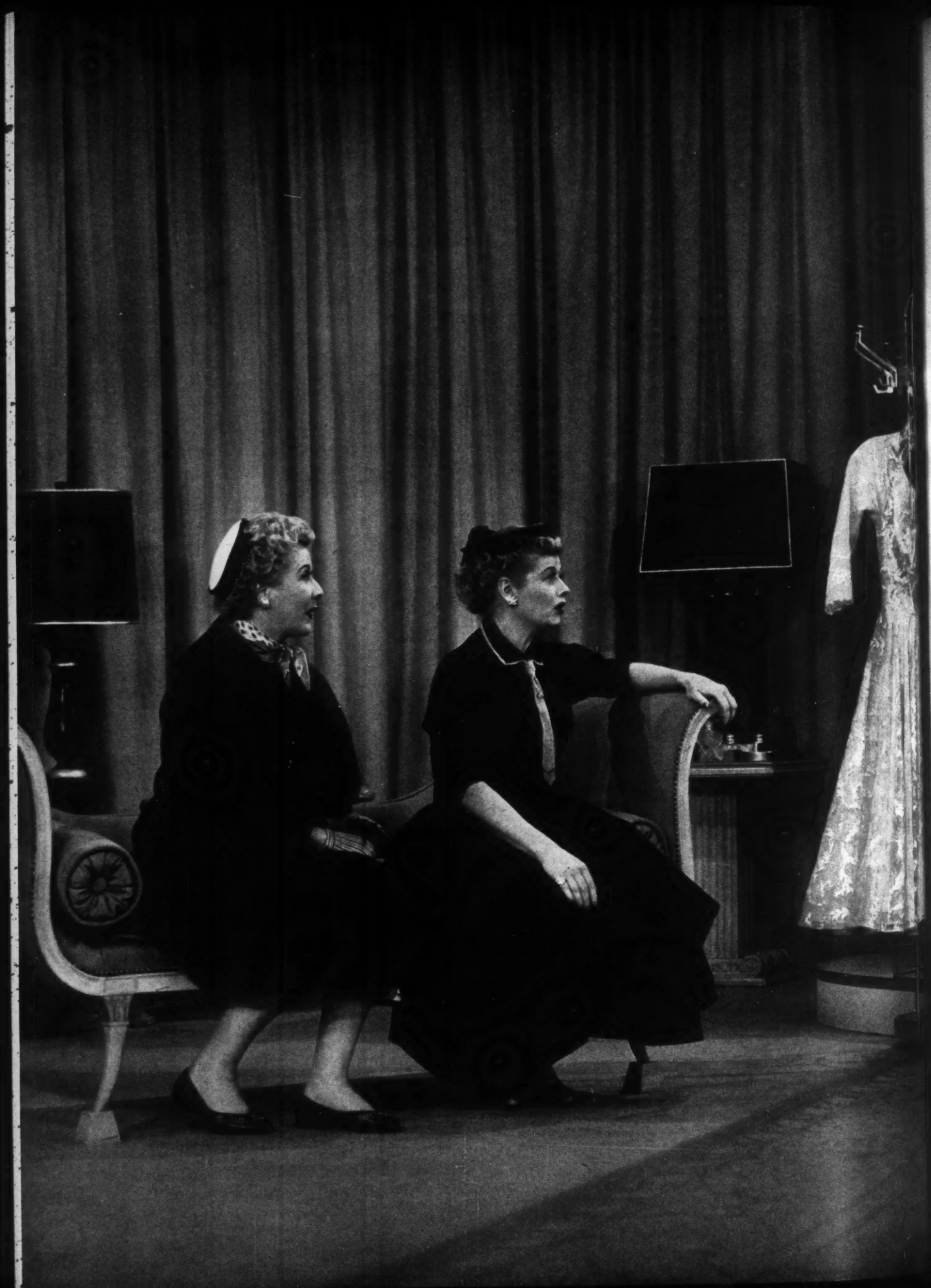
FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
CARLIN FRENCH, Vice President
PAUL WEEKS, Vice President

CLIP AND BRING THIS COUPON WITH YOU

GOOD FOR ONE

Hearty Handshake with all the trimmings

H-R REPRESENTATIVES INC.
STATLER HOTEL



ETHEL: You didn't ask the price.

LUCY: Ethel, you don't ask the price in a place like this.

ETHEL: You don't?

LUCY: Of course not. You wait till they turn their backs and then you sneak a look at the price tag.

If there are still some advertisers who are intimidated by television's dimensions, we'd like to put them at their ease.

Despite the obvious impact of the medium, its tremendous audiences, and its hold on the attention of the average family for over five and a half hours a day, today's television advertiser is a shrewd shopper.

He wants to know if he is getting consistent, cumulative sponsor identification. He's no longer dazzled by mere size of audience. Like any other shopper who likes to know what things cost, he looks very sharply at television's price-tag —its cost per thousand customers reached.

And the values of television easily bear inspection.

The average cost of reaching customers with an advertising message on network television is $1.23 per thousand.

This is at least 54% less than any combination of printed media would cost to deliver a message to the same number of people. And television reaches larger audiences than any other mass advertising medium.

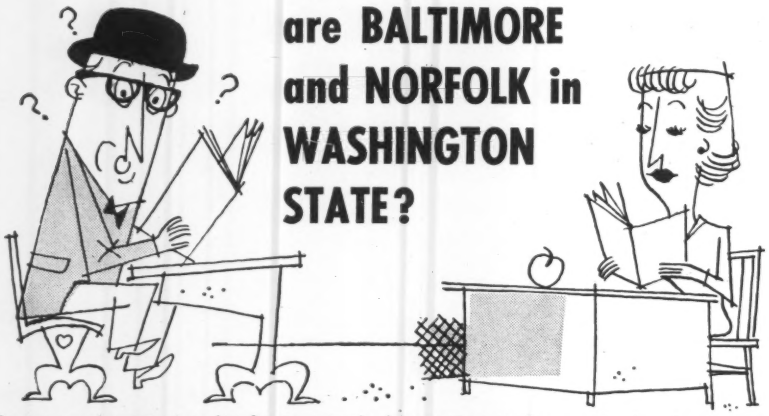
From the February 28th broadcast of I LOVE LUCY over the CBS Television Network

We'd also like to report that the average cost per thousand is 8% lower on CBS Television than on any other network.

More viewers for less money is implicit in the cost of an advertiser's message on CBS Television—a price-tag that is manifestly attractive to advertisers since they commit more of their advertising investment to CBS Television than to any other single medium in the world.

CBS TELEVISION

A GEOGRAPHY LESSON . . . One of a Series

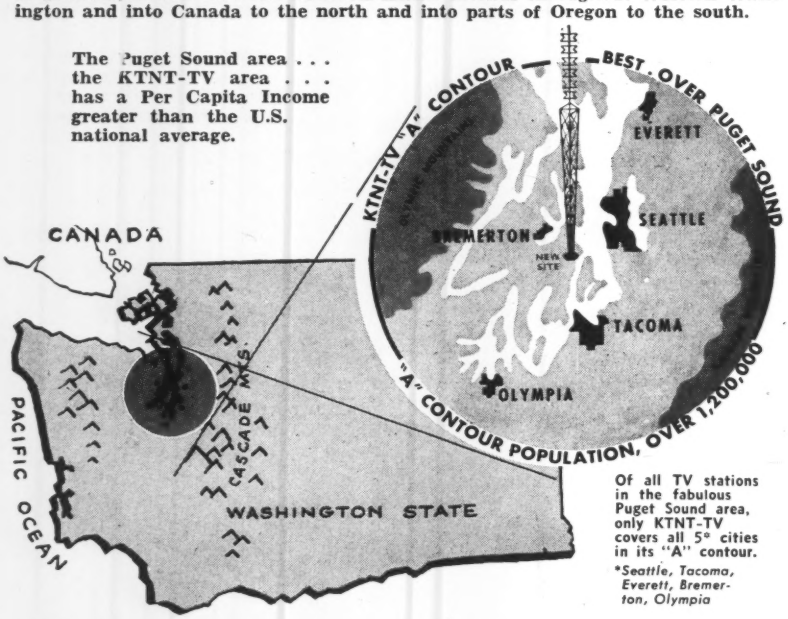


are BALTIMORE and NORFOLK in WASHINGTON STATE?

In case you suspect we've become rusty in our geography, we hasten to say we are aware that Baltimore and Norfolk are NOT in Washington State. We're merely pointing out that the sum of the populations of these two eastern cities is less than the population served by KTNT-TV in its "A" contour.

Within the "A" contour boundaries of KTNT-TV there are more than 1,200,000 able-to-buy people . . . almost half the population of Washington State. And, in addition, KTNT-TV's INFLUENCE AREA extends throughout Western Washington and into Canada to the north and into parts of Oregon to the south.

The Puget Sound area . . . the KTNT-TV area . . . has a Per Capita Income greater than the U.S. national average.



Of all TV stations in the fabulous Puget Sound area, only KTNT-TV covers all 5* cities in its "A" contour.

Seattle, Tacoma, Everett, Bremerton, Olympia

In Washington State, Advertise Where the PEOPLE are . . . Buy KTNT-TV.

KTNT TV
CBS
CHANNEL ELEVEN

316,000 WATTS

Antenna Height 1000 FT. ABOVE SEA LEVEL

CBS Television for Puget Sound

Represented Nationally by Weed Television

KTNT-TV, TACOMA 5, WASHINGTON

"The Word Gets Around... Buy Puget Sound"

CAROL SLEEPER

on all accounts

AN AFFINITY for mathematics persuaded Carol Sleeper, radio-tv timebuyer for Geyer Advertising Inc., New York, to abandon a projected career in publishing and enter the advertising field.

Miss Sleeper finds her mathematical bent a most useful tool in performing her duties for such accounts at Tetley tea, Kiwi shoe polish, American Home Foods Div. of American Home Products Corp., Kelvinator Div. of American Motors Corp., Olivetti Corp. of America, Paul Masson Wines and Boyle Midway Inc.

Timebuying duties at Geyer are shared by Miss Sleeper with a colleague, Betty Powell, who handles American Motors Corp. and Nash Motors Div. exclusively. Since the agency's radio-tv billings are roughly about $8 million (out of total billings of about $20 million), Miss Sleeper spends a busy day at her chores.

She was born in Burlington, N. J., and attended the local elementary school and Burlington High School. After graduation, she studied at the Pierce College of Business Administration in Philadelphia for three years. Before plunging into the business world, Miss Sleeper relaxed for five months in Florida and three months on the Jersey shore, and then headed for New York and a job (she hoped) in the publishing field.

But her plans were quickly changed. She was recommended for a position as a secretary with Doherty, Clifford & Shenfield (now Doherty, Clifford, Steers & Shenfield) and accepted when she learned that the job involved "working with figures." She remained there for four years and advanced to research assistant, assistant buyer and finally timebuyer. Before joining Geyer two years ago, she spent two years as timebuyer for N. W. Ayer & Son.

Miss Sleeper's background has been exclusively in radio-tv and she is convinced they can produce "wonderful results" for clients, if used properly. She is particularly impressed with the use of spot radio, and notes that Geyer's campaigns on behalf of Burnett's Extracts rely exclusively on eight-second ID's. Miss Sleeper also has a good word for the daytime package spot plans that many tv stations offer.

A phase of Geyer's method of operations that impresses her most favorably is the close working relationship between the account executives and timebuyers. She believes that the background acquired on the sales and distribution problems of a client provides a valuable measuring-rod for the timebuyer.

Miss Sleeper lives in an apartment in mid-Manhattan. For relaxation, she likes sailing and cooking. She enjoys semi-classical and "rhythm and blues" music and mystery-thriller books.

persuaded
for Geyer
abandon a
enter the

ical bent a
duties for
hoe polish,
rican Home
American
erica, Paul
c.

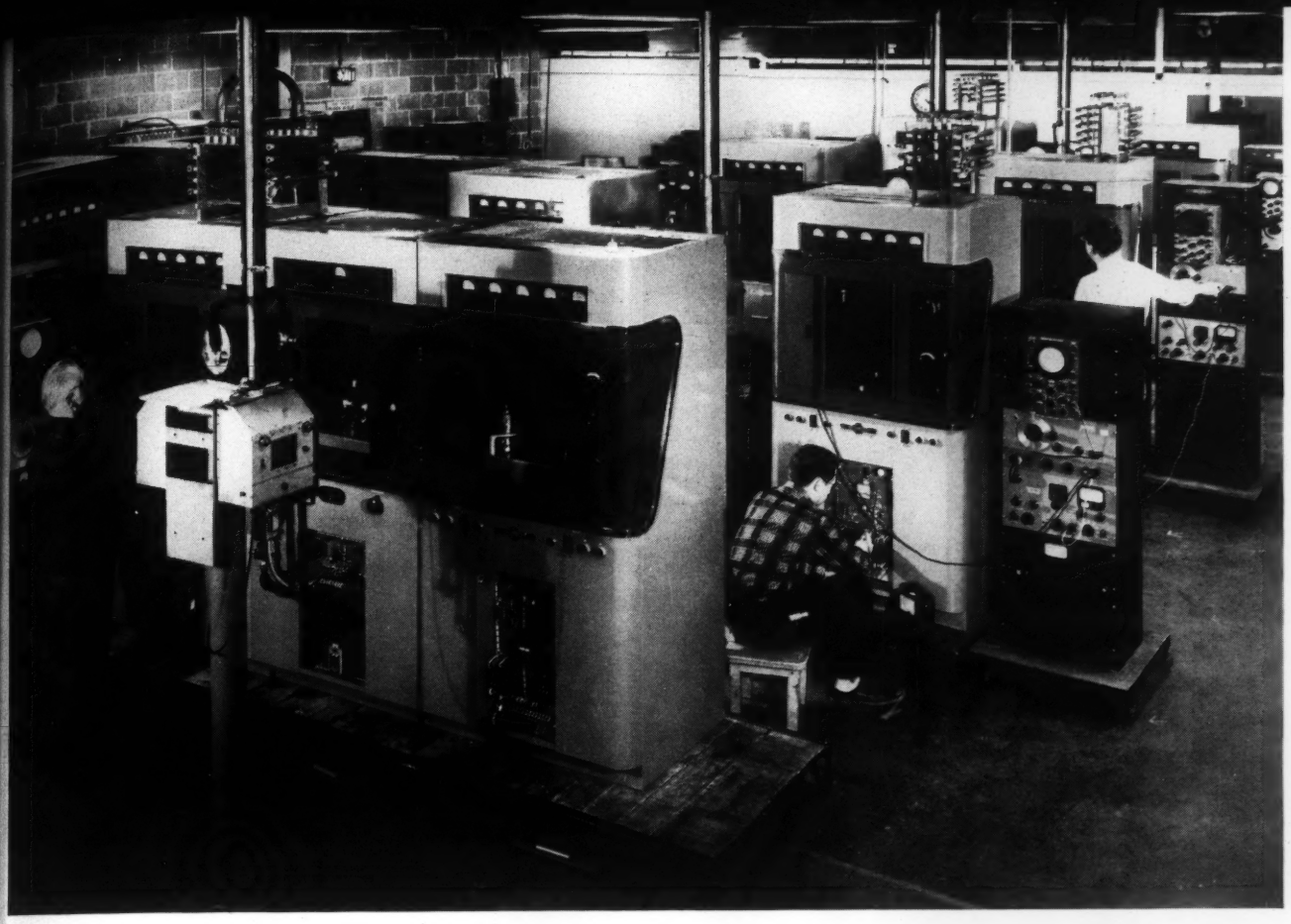
shared by
ty Powell,
and Nash
e agency's
$8 million
million),
her chores.
J., and at-
nd Burling-
she studied
Administra-
rs. Before
Miss Sleeper
and three
en headed
ed) in the

nged. She
a secretary
ow Döher-
d accepted
ved "work-
re for four
sistant, as-
r. Before
spent two
& Son.
exclusive-
they can
nts, if used
essed with
hat Geyer's
xtracts rely
Miss Sleeper
ne package

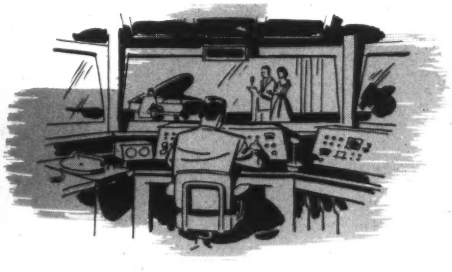
rations that
the close
ccount ex-
es that the
and distri-
a valuable

nt in mid-
sailing and
d "rhythm
r books.

ECASTING



Checkout for Quality



You get the finest, most thoroughly tested broadcast transmitter available today when you select *Collins*. Careful attention to detail, from engineering to production, guarantees reliability and economical operation. There are many factors behind Collins outstanding quality — the final test of every transmitter on the broadcaster's frequency and load condition is only one of the valuable "extras."

Your assurance of trouble-free installation and outstanding performance is the record of hundreds of satisfied Collins owners. For over 20 years Collins has designed and built broadcast equipment of matchless quality for *your* individual requirements.

Visit The COLLINS Exhibit at the NARTB Convention and See the latest in Transmitters, Consoles, and Audio Units.

COLLINS RADIO COMPANY | **CEDAR RAPIDS, IOWA**

261 Madison Avenue, NEW YORK 16
1930 Hi-Line Drive, DALLAS 2
2700 W. Olive Avenue, BURBANK
Dogwood Road, Fountain City, KNOXVILLE
222 W. Pensacola Street, TALLAHASSEE

COLLINS RADIO COMPANY OF CANADA, LTD.
74 Sparks St., OTTAWA, ONTARIO

COLLINS

WORLD INTRODUCES AT HE

"RADIO'S BIG LITTLE MAN"

THE GREAT NEW IDEA THAT OPENS A BRIGHT NEW FUTURE FOR RADIO...

HE N.A.R.T.B. CONVENTION

The greatest spot selling and merchandising plan ever devised for radio stations!

SEE AND HEAR
RADIO'S BIG LITTLE MAN
in SUITE B 201 & 203
Shoreham Hotel, May 22-26

© 1938 by WORLD BROADCASTING SYSTEM, INC.

CANADIAN REPRESENTATIVES . . . ALL-CANADA RADIO, FACILITIES LIMITED, VICTORY BUILDING, TORONTO

WORLD
SALES AND PROGRAM SERVICE

WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 22, New York

CINCINNATI HOLLYWOOD

WJAR-TV made this KING-SIZE sale!

Narragansett Lager Beer, brewed in one of America's great breweries and largest purchaser of New England TV time, is "sold" on WJAR-TV, Channel 10. In addition to sponsoring a home-and-away schedule of Boston Red Sox major league baseball games, Narragansett has pioneered in spot video by maintaining across-the-board adjacencies to key network and live local programming.

The first King-Size bottle, originated by Narragansett, was introduced in the Southern New England market on Channel 10 and from then on 'Gansett sales have been just that — King-Size!

Client: Narragansett Brewing Company
Agency: Cunningham & Walsh, New York City

Represented Nationally by WEED

Powerful 10
Providence,
Rhode Island

WJAR-TV

May 16,

RA
FO

Thre
of c
reat
mac

RADIO'
home an
ability to
they are
made it
ican pe
accordin
Research
WHAS

But r
measure
of how
clearly
everyon
also do
as they
house a
how it
become
and pr
out a r
for any
in the

"Rad
underes
compan
medium

This
and rel
11-mar
title, "
Areas
vey, co
11 rad
Christa
those t

The
represe
finding
clusion
their a
all, is
which
comm

Titl
"reaffi
tality
Christ
selecti
choos
discov
nificar

Five
are su

1.
Liste

Mo

BRO

May

RA
FO

Th
of
re
m

RADIO
home a
ability
they ar
made i
ican pe
accordi
Researc
WHAS

But
measure
of how
clearly
everyon
also do
as they
house a
how it
become
and pro
out a r
for any
in the l

"Radi
underest
compani
medium

This
and rele
11-mark
title, "T
Areas T
vey, con
11 radio
Christal
those tv

The c
represen
finding
clusion
their au
all, is t
which th
comment

Titled
"reaffirm
tality of
Christal
selective
choosing
discovery
nificant

Five co
are subst

1. "Al
Listens t

More

BROADC

BROADCASTING TELECASTING

May 16, 1955 Vol. 48, No. 20

RADIO: CONSTANT COMPANION FOR THE PEOPLE OF AMERICA

Three-area Politz study confirms earlier finding that even in places of deep tv saturation, 'almost everybody listens to radio.' This reaffirmation of radio's impact is a sequel to the 11-market survey made two years ago for stations represented by Henry I. Christal Co.

RADIO'S PENETRATION, in all parts of the home and all places outside the home, its unique ability to entertain and inform individuals while they are engaged in some other activity, have made it the "constant companion of the American people," even in areas of tv saturation, according to a study made by Alfred Politz Research Inc. in areas served by WJR Detroit, WHAS Louisville and WGY Schenectady.

But radio's strength has never been properly measured, the report notes. "Once the patterns of how radio operates as a companion are clearly understood—how it reaches almost everyone, how it penetrates while people are also doing other things, how it follows people as they move about from room to room in the house and everywhere they go outside the home, how it is an individual, personal medium—it becomes more and more apparent how difficult and prohibitively costly it would be to trace out a reliable approximation of the audience for any one quarter-hour program pinpointed in the long broadcast day.

"Radio," the report avers, "has long been underestimated because there have been no companion rating methods for the companion medium."

This new Politz study, made last November and released today (Monday), is a sequel to an 11-market study published in 1953 under the title, "The Importance of Radio in Television Areas Today" [B•T, July 27, 1953]. That survey, conducted by the Politz organization for 11 radio stations represented by Henry I. Christal Co., found that nearly everyone in those tv areas was still a radio listener.

The current study, made for three stations represented by Christal, confirms this earlier finding and translates it from a general conclusion into terms of individual stations and their audiences. "The individual station, after all, is the entity the advertiser buys and to which the listener actually tunes," Mr. Christal comments in his foreword to the report.

Titled "Radio Today," the three-area study "reaffirms, two years later, the continuing vitality of radio—the companion medium," Mr. Christal declares. "But, further, it reveals how selective and discriminating listeners are in choosing their favored companion, and, in this discovery, provides advertisers with new, significant yardsticks for their use of radio."

Five conclusions of the 1953 national study are substantiated by the new area studies:

1. "Almost Everybody in Television Areas Listens to Radio."

More than half of the adult population in each area listen to the radio on an average day (55% in the WJR area, 55% in the WHAS area, 58% in the WGY area). More than three-quarters listen in an average week (WJR-76%, WHAS-83%, WGY-81%). More than 80% listen in an average month (WJR-84%, WHAS-89%, WGY-87%).

"Audience figures of these dimensions," the report points out, "clearly demonstrate the continuing importance of radio to the people. The similarity of the weekly audience (76%-83%) in areas of markedly differing television saturation (WJR, 83%; WHAS, 50%; WGY, 82%) makes it plain that, whatever the effects of television on radio, television definitely does not *replace* radio."

2. "Such Universal Listening to Radio Is Possible Because About Everyone Owns One or More Radios."

Of the total adult population in the WJR area, 97% own at least one home radio, 86% live in households with at least one passenger car and 74% of those households have at least one car equipped with radio. In the WHAS area the set-ownership figure is 95%, the car ownership figure 73% and the car-owning households with auto radios 67%. In the WGY area, 98% of adults own home radios, 83% have cars in the family and 65% of those families have auto radios.

3. ". . . and Because of a Unique Advantage Enjoyed by No Other Medium—People Can and Do Listen to Radio While Doing Other Things."

The percentage of the audience doing other things while listening is tabulated as follows:

	Before 7 AM	7-10	10-1
WJR Area	76	77	74
WHAS Area	60	66	63
WGY Area	83	89	77

	1-4	4-7	7-10	After 10 PM
WJR Area	65	63	39	37
WHAS Area	42	41	21	26
WGY Area	68	76	44	42

4. "Such Universal Listening to Radio Is Possible Because of Another Unique Companion Characteristic—Radio's Mobility Within the Home."

Most of the early morning at-home listening occurs in the kitchen, then shifts to the living room, where most people do their radio listening in the afternoon and evening hours, and finally late in the evening moves into the bedroom (see table on next page).

5. ". . . and Outside the Home."

In cars, at work, in lunchrooms, at the beach and wherever else they go, people hear radio throughout the day (see table, next page). "The dimensions of this out-of-home audience, for too long casually dismissed as an immeasurable 'plus,' are large enough to contribute a powerful medium in itself," the report states.

Radio is also the medium to which people would turn first in time of emergency, the Politz surveyers found. Asked how they would go about verifying a rumor of war, well over half of those interviewed replied that they would turn on their radios (see table above).

Noting that, "as a pioneering study, this survey introduces new techniques and new concepts of radio measurement," the report warns that there "is no comparability" between its findings and "traditional" rating measurements. The areas measured—92 counties in four states

WHAT PEOPLE WOULD DO TO VERIFY A RUMOR OF WAR

	WJR Area	*WHAS Area*	*WGY Area*
Turn on Radio	55.1%	60.5%	59.0%
Turn on Television	15.2	13.5	11.9
Turn on Radio or Television	5.3	3.7	5.4
Call Radio or Television Station	2.9	3.4	5.0
Call Newspaper	5.4	3.4	3.0
Call Police, Fire, Civil Defense	6.7	2.5	6.4
Call Neighbors, Relatives, Friends	2.5	3.2	3.0
Ask Neighbors	1.1	3.3	1.4
Buy Newspaper	1.2	1.2	1.9
Miscellaneous	2.7	2.1	2.3
Don't Know	3.5	5.5	2.9

Survey Question: Suppose you were at home and heard a sudden rumor that war had broken out, what would you do to find out if the rumor was true?

for WJR, 119 counties in two states for WHAS, 23 counties in three states for WGY—while smaller than the total service area of each station, "represents the basic market to which the station provides intensive and consistently reliable coverage," the report says.

Interviews, made in person with individuals 15 years old or older selected by probability methods during a three-week period of November 1954, are "fully projectable to the complete adult population of the areas measured," the report states. A total of 1,800 interviews was conducted in the WJR area, out of a total adult population of 5,400,000; 1,200 in the WHAS area, out a total of 1,930,000; 1,050 in the WGY area, out of a total of 1,150,000.

Listening is reported where it occurred (which room inside the home, what place outside) by day-part segments from before 7 a.m. to after 10 p.m. Dealing with individuals, rather than households, the study focussed attention on "qualitative characteristics of stations as reflected in the composition of the audience, the attitudes and opinions of people and the reasons underlying the public's preferences and reactions."

Command of Audience Cited

Looking at the radio audiences within the basic areas of the three 50-kw clear channel stations, the study finds each of these stations outstanding in its area. It is listened to most frequently, has the largest share of audience, is the favorite for each specific type of program fare, is considered the most public spirited, the most helpful and best in the handling of advertising, the most reliable and complete in service programs, and the station to which the average listener would tune first in case of emergency.

"It becomes apparent that there are vast rewards to the advertiser if he follows the example of the listener in selecting his radio companion," the report concludes. "While certain dissimilarities exist, the basic similarity between these three studies sounds with the clarity of a well struck chord.

"Today's campaigns, concentrated on the great station in each market, chosen market by market, can release an advertising force so great as to be at a level far beyond the force of haphazard radio in its most brilliant past chapters of selling history."

NETWORK RADIO'S LOW COST, IMPACT COMPARED TO OTHER MEDIA IN NEW STUDY RELEASED BY ABC

DESPITE the post-tv slack-off, network radio—like radio as a whole—is reaching more people today and can do it more economically for the advertiser than in the days before television came on the screen.

These are key conclusions of a 67-page study, "What's Happened to Network Radio?" released by ABC last week [B•T, May 9].

The study, based on Nielsen figures, also stresses ABC's new "saturation radio" nighttime concept for delivering "more different homes per dollar than any of the top-budget top-rated shows of 1946," and outlines advantages of ABC daytime periods over other advertising media.

Although network radio's annual gross time sales have fallen $32 million or 17% over the past nine years, the study notes, they still are "50% greater than 13 years ago, three times greater than 20 years ago," standing at $159 million in 1953 and with the decline now perhaps leveling off.

Conceding that "today many programs and prime time periods are available" where they were sold out nine or ten years ago when advertisers "took for granted radio as the basic medium," the presentation stresses that, even so, the 32.5 million radio homes of a decade ago have now grown to 46,646,000, a gain of 44%, and that instead of the eight million radio-equipped cars of 1943 there are now 29 million—"a number greater than the total number of automobiles just 10 years ago."

"Radio's coverage is greater than ever before," ABC points out: "44% greater in the home and 263% greater on the road than just 10 years ago."

But what about radio use?

"The *percent* of homes using radio during the average minute of the night has declined 59% since 1946, down 27% in the afternoon, down only 17% in the weekday morning," the presentation notes. "While sets-in-use have declined for all time periods, the greatest decline has come at night—the smallest decline has come on weekday mornings.

"But, as we have seen, the number of radio homes has increased.

"There are 43% fewer homes tuned to nighttime radio today than in 1946—virtually the *same number* tuned in in the afternoon—14% *more* tuned in on the average minute of the weekday morning."

Comparison With 1946

Where the average morning radio advertiser in 1946 could expect to reach 4.4% of all U. S. radio homes with a single broadcast, the study continues, he can expect today to reach only 3.2%—a rating decline of 27%. But because of the increase in number of radio homes, the morning advertiser today can expect to reach 1,493,000 homes per broadcast as against 1,488,000 in 1946.

Calling the last two years "the critical years" when "morning television first became serious radio competition," ABC says it has bucked the trend with its morning programs registering a 5% gain in rating and a 15% increase in number of homes reached, with the result that "today over 230,000 *more* homes tune to ABC's morning than before."

"In January 1952," the study continues, "ABC's morning was third in terms of Nielsen

THE AUDIENCE IN MOTION: Outside the Home

% of Total Listeners in Each Time Segment Listening Outside Home

	Before 7 AM	7-10	10-1	1-4	4-7	7-10	After 10 PM
WJR Area	15	23	18	22	25	24	16
WHAS Area	13	9	10	16	19	11	32
WGY Area	11	17	15	26	17	13	4

THE AUDIENCE IN MOTION: At Home

% of total audience in each time segment of average day listening in:

	KITCHEN			LIVING ROOM			BEDROOOM			DINING ROOM			OTHER PLACES AT HOME		
	WJR	WHAS	WGY	WJR	WHAS	WGY	WJR	WHAS	WGY	WJR	WHAS	WGY	WJR	WHAS	WGY
Before 7	53	48	67	13	36	9	19	15	18	5	4	9	2	2	6
7-10	51	44	65	23	41	19	11	21	12	8	9	10	2	5	3
10-1	43	46	51	37	46	26	7	10	6	12	5	14	6	4	5
1-4	25	14	45	46	56	28	7	17	15	7	4	6	7	5	2
4-7	35	26	54	38	57	28	5	7	5	6	6	10	4	2	2
7-10	14	10	24	65	65	52	5	15	8	3	4	9	2	3	2
After 10	3	7	25	44	30	32	37	36	40	—	1	4	2	—	—

rating—behind both CBS and NBC. In June 1954, ABC's morning was first in terms of Nielsen Rating — reaching more homes than any network."

Additionally, the study contends, ABC Radio's morning programs reach the "quality market homes"—those with children—with ratings 25% higher than in 1946.

The network cites its three "secrets" of morning success as drama programming, complete-in-a-week programming and block programming. With this combination, the study says, ABC Radio is reaching not only the non-tv homes but also "homes that own television—the homes most difficult for most radio to reach."

It is pointed out that "in a single week, 58% of all television homes tune to just weekday morning *radio*" and "between 6 a.m. and 6 p.m., more than half of all the homes tuned to *radio* are television homes."

"Further," the study stresses, "radio's flexibility—the flexibility we took for granted not too long ago—is greater today than ever before," applying to selection of programs, selection of coverage and commercial cut-ins.

On ABC Radio this flexibility lets the advertiser buy the full network of 352 ABC stations, the minimum full network of 200 stations or as few as 50-odd stations in tailored regional networks. The cut-ins, for which only 29 of ABC's 352 stations make a special charge, enable the advertiser to promote one product in one section and another product in another section the study points out.

To show that costs have gone down, ABC cites two of its programs as examples, *When a Girl Marries* and *My True Story*. Because they reach more homes, the former has dropped 38% in cost per thousand and the latter 7%, as compared with pre-tv competition days of 1952, it is pointed out. Additionally the study calls attention to the participations system of selling whereby a sponsor shares the total cost with other advertisers.

Comparing radio with other media, the study cites figures to show that "tv may be growing, but not necessarily for the daytime tv advertiser"—that while the audience of "the average nighttime [tv] program has increased from 9 to 11%, the audience of the average daytime tv program has *decreased* by from 3 to 16% "due to the increase in programs and stations available."

Where the cost per 1,000 homes reached per commercial minute is $7.39 in the case of NBC-TV's *Home*, $5.72 for NBC-TV's *Today*, and $7.17 for CBS-TV's *Morning Show*, the presentation maintains, ABC Radio's *My True Story* reaches the same number for 94 cents.

As against women's service magazines, ABC says *My True Story*—which the network says it cites as an example because it is typical of the morning drama block, though not necessarily the highest rated—reaches 6,550,000 different housewife homes in a month, while its nearest rival in the women's magazine field, *Ladies' Home Journal*, reaches only 4,734,000.

The study points out:

"*My True Story* costs $2,800 per day, reaches 1,795,000 housewife homes per day, so it costs $1.56 per 1,000 housewife homes delivered. *Ladies' Home Journal* costs $14,600 for one page black and white, reaches 4,734,000 housewives a month, so it costs $3.08 per 1,000 housewives delivered. . . .

Turning to nighttime radio the study emphasizes that despite the decline of "big nighttime radio programs of yesterday," still, "in just one week, 76% of all homes and 67% of all television homes listen to nighttime radio" now.

To meet changing listening habits, the presentation continues, ABC Radio devised its "saturation radio" plan, based on "the fact that different people tune to radio at different times on different days."

One such saturation plan, *Weekend News*, consists of 22 newscasts distributed throughout the Saturday-Sunday broadcast hours and has a cost per thousand homes of $1.71, ABC reports.

As against spot radio, the study says, "in the top 25 markets rated by Pulse, you would need to spend $24,054 buying Class A spots on the top-rated stations to equal the rating of ABC's ["super saturation plan," involving 24 broadcasts a week], which costs only $8,584 in these same top 25 markets.

CBS Radio Readies Study

ANOTHER study pointing up the strength of network radio was being prepared last week by the CBS Radio research dept. for release in the near future.

Approaching the question in terms of people reached per dollar, the CBS Radio study will say that an advertiser can get to more than twice as many for his money via CBS Radio than by magazines and almost twice as many as by tv.

The study, to be used as a main point of a forthcoming sales promotion and advertising campaign by the network, reports that in terms of people per dollar, CBS Radio delivers 643; all network television 356, and magazines 277.

ADVERTISERS & AGENCIES

U. S. FILES RESTRAINT OF TRADE SUIT AGAINST ANPA, AAAA, 4 OTHER ASSNS.

Advertising practices of printed media under scrutiny by the Justice Dept. in antitrust action begun last week. ANPA President Slocum attacks government's move.

THE Dept. of Justice last week filed its long threatened civil antitrust suit against the American Assn. of Advertising Agencies, American Newspaper Publishers Assn. and four other printed media associations [B•T, May 2, 9].

No radio or tv association was named in the complaint.

It charged that the operation of the advertising agency recognition system, with its "uniform" provisions for a 15% commission, prohibition against rebates by agencies to advertisers and its refusal to recognize "house" agencies, constituted restraint of trade in violation of Sec. 1 of the Sherman Act.

The action drew an immediate blast by ANPA President Richard W. Slocum, executive vice president of the Philadelphia *Bulletin* (WCAU-AM-FM-TV).

The attitude of "some Dept. of Justice underlings" to haul the press into court "has concerned us more than any charges . . .," Mr. Slocum said. He said the ANPA has been willing for more than a year to cooperate with the Justice Dept.

But, Mr. Slocum charged, the "only basis on which the Justice Dept. was willing to discuss their position was if we would agree in advance to a consent decree to be entered against us in court, a continuing injunction against us. . . . It is not true that discussion on any other basis was available to us."

This last sentence was in response to a statement by Attorney General Herbert Brownell Jr. that Mr. Slocum was mistaken about the Justice Dept.'s attitude. Mr. Slocum's statement that the Justice Dept. refused to discuss the case with ANPA unless it agreed to a consent decree was a "complete misrepresentation," Mr. Brownell said in Des Moines. Mr. Slocum also made that statement earlier in the week when he addressed National Newspaper Promotion Assn. of Chicago.

A warning that the Justice Dept. was studying another complaint regarding the fixing of fees in concert was sounded by Assistant Attorney General Stanley N. Barnes before a House anti-monopoly subcommittee. The antitrust division chief refused to amplify his statement, saying there were "all sorts of brokers."

Mr. Barnes, before the same committee, referred to the advertising-newspaper recognition system as a "veritable private government."

The government's suit was filed Thursday in the U. S. District Court in New York. It also named as defendants the Publishers Assn. of New York City, Associated Business Publications Inc., Periodical Publishers Assn. of America and Agricultural Publishers Assn.

The AAAA represents 300 member advertising agencies, the Justice Dept. complaint stated. ANPA has 787 members; Publishers Assn. of N. Y. C., 13 New York daily newspaper members; Periodical Publishers, four national magazine members (Crowell-Collier, Curtis, Hearst and McCall), and Agricultural Publishers, 34.

Charge that the defendants combined and conspired in restraint of trade was based on the recognition system, the government said. This meant that credit was extended only to recognized agencies, that the 15% commission was standard and that agencies agreed not to rebate any of its commission. The standards also prohibited the payment of commissions to house agencies.

Each of the media associations, the government charged, required agencies to demonstrate that they place advertising with members of the association, have a specified minimum capital, furnish a financial statement with the application for recognition and a current financial statement each six months, and agree to use standard conditions and order blank.

Some of the associations, the Justice Dept. said, also required an advertising agency to sign a written contract with the association furnishing a list of advertiser clients, with the amount spent by each for advertising, certifying that clients are paying, and will pay, gross card rates, and agreeing not to place advertising for non-recognized agencies. These agreements also provide, the government said, that the contract may be cancelled if the recognized agency splits commissions or charges more than the medium's card rates.

"Failure of an advertising agency to secure

recognition from one or more of the defendant media associations places it under a serious competitive handicap," the government said. "The following consequences result from the failure of an advertising agency to obtain recognition:

(a) It is denied credit by media; (b) it is denied agency commission by media, and (c) its non-recognized status is widely publicized among national advertisers and media and causes the agency to acquire a reputation of financial instability, of business incompetence, and of having inadequate facilities to serve national advertisers."

The effects of these "combinations and conspiracies," the Justice Dept. said, have been and are:

- Restraint of trade and commerce among the several states in national advertising.
- Boycott of advertising agencies not recognized . . . and to substantially impede them in their efforts to compete with the AAAA.
- Prevent and restrain national advertisers from placing copy direct without employing an advertising agency.
- Fix rate of agency commissions at 15%.
- Substantially lessens competition among AAAA members in soliciting business.
- Prevents and restrains the entry of new advertising agencies into the business.
- Stabilizes rates for national advertising.

The government asked the court to enjoin the defendants from engaging in what it calls these "combinations and conspiracies, agreements understandings, and arrangements," and asked that each association be required to revise its by-laws to conform with what the complaint said is the law.

CHEVROLET ADDS MORE DAY RADIO

CHEVROLET Motor Division of General Motors Corp. is driving full speed into radio, with a substantial budget going into daytime periods.

Two networks last week reported activity by this GM division which had steered clear of daytime network radio.

ABC radio reported that the automobile maker renewed three segments weekly of *Breakfast Club* (Mon.-Fri., 9-10 a.m. EDT). According to Charles T. Ayers, vice president in charge of the network, Chevrolet renewed after gaining "success" in four-week test campaign in the use of daytime radio. The renewal, effective today (Monday), is for the 9:45-10 a.m. EDT segment on Monday, Wednesday and Friday. Chevrolet started the special campaign on *Breakfast Club* April 18 to invite housewives to showrooms. Backing the advertising is a network publicity and promotion campaign in 347 markets.

At the same time, NBC Radio disclosed that the Chevrolet Motor Division had purchased the "largest single order to date" for the weekend *Monitor* program, which starts June 12 (see story, page 129). Chevrolet purchased 36 participations, including 1-minute and 30-second announcements and 6-second billboards, starting June 12 for 13 weeks. The auto buy represented $312,000 in gross billings. Campbell-Ewald Co. is Chevrolet's agency.

General Motors Corp., according to Publishers Information Bureau data for February [B•T, April 25], was second in the top 10 radio network clients, spending a $467,053 gross that month for radio network time.

NINE ADVERTISERS SLATE FALL TV

Five major buyers sign for new network shows; four renew but shift schedule.

AT LEAST nine major advertisers figured in important negotiations last week in stepped-up action that saw the fall network television pattern slowly taking form.

Among the sponsors that signed new contracts last week were Liggett & Myers, Johnson & Johnson, Wildroot Co., Whitehall Pharmacal Co. and P. Lorillard & Co. Those which have retained their programs but have changed time periods are General Foods, E. I. duPont de Nemours, Schlitz Brewing Co. and R. J. Reynolds Tobacco Co.

Liggett & Myers, New York, which has had an option on the tv version of *Gunsmoke*, has exercised its priority and will sponsor the program on CBS-TV in the Saturday 10-10:30 p.m. time, through Cunningham & Walsh, New York.

Johnson & Johnson, New Brunswick, N. J. (baby products and surgical dressings), through Young & Rubicam, New York, and Wildroot Co., Buffalo (Wildroot Cream Oil), through BBDO, New York, will alternate sponsorship of a new weekly series, *Robin Hood*, Mondays, 7:30-8 p.m. EDT, effective Sept. 26 on CBS-TV. The series is distributed by Official Films, New York. The productions of the program feature an all-English cast and are being made by Sapphire Films in Sherwood Forest and other locales of Robin Hood days.

Whitehall Pharmacal Co., New York, will sponsor *Name That Tune*, Tuesdays, 7:30-8 p.m. EDT on CBS-TV. Biow-Beirn-Toigo, New York, is the agency.

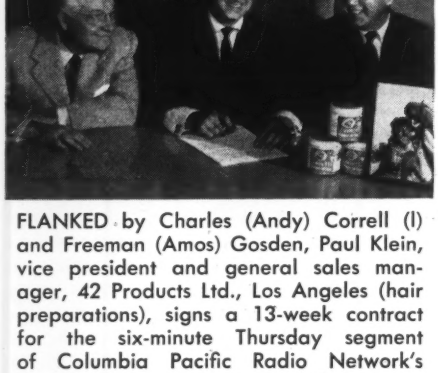
P. Lorillard & Co., New York, through Lennen & Newell, New York, is planning to put its *Truth or Consequences* in the Friday, 8-8:30 p.m. period on NBC-TV. The client was forced out of its present NBC-TV period, Tuesday, 10-10:30 p.m., by the *Pontiac Theatre*.

General Foods, New York, in order to get its hourly contiguous rate, will move its *Our Miss Brooks* down from 9-9:30 p.m. to the 8:30-9 p.m. period on Friday night on CBS-TV, thus placing it back to back with *Mama*, also sponsored by General Foods. Young & Rubicam and Benton & Bowles, both New York, are the agencies for General Foods.

Schlitz Brewing Co., New York (Schlitz beer and ale), currently sponsoring *Schlitz Playhouse of Stars* Fridays at 9-9:30 p.m. on CBS-TV, will move back one half hour and appear in the 9:30-10 p.m. time on the same evening. Lennen & Newell, New York, is the agency.

R. J. Reynolds Tobacco Co., Winston-Salem (Camel cigarettes), currently sponsoring alternate weeks of *Topper*, Friday 8:30-9 p.m. on CBS-TV, will take over the Friday 9-9:30 p.m. time vacated by the *Our Miss Brooks* move. The firm will replace *Topper* with the *The Crusades*. Procter & Gamble, the alternate-week sponsor, has dropped its option but other advertisers are said to be actively interested in the new Mickey Spillane series. William Esty Co. is the agency for Reynolds.

E. I. duPont de Nemours & Co., through BBDO, New York, expects to move its *Cavalcade of America* from Tuesday at 7:30-8 p.m. up to 9:30-10 p.m. on the same evening. The advertiser also plans to change the format of the program next season. The 9:30 p.m. time currently is sponsored by Elgin National Watch Co., which drops its *Elgin Hour* to move to CBS-TV as a sponsor on the Ed Murrow *Person to Person* show, Fridays, 10:30-11 p.m. (see story below). Elgin is handled by Young & Rubicam, New York.



FLANKED by Charles (Andy) Correll (l) and Freeman (Amos) Gosden, Paul Klein, vice president and general sales manager, 42 Products Ltd., Los Angeles (hair preparations), signs a 13-week contract for the six-minute Thursday segment of Columbia Pacific Radio Network's *Amos 'n' Andy Music Hall*. With them are (standing) Jerry Lass (l), account executive, Adcoa Agency (for 42 Products), and William D. Shaw, CPRN general manager.

Alcoa Drops Murrow, Seeks Other Tv Show

THE ALUMINUM Co. of America announced last Wednesday that it would not renew its sponsorship of Ed Murrow's *See It Now* (Tuesdays, 10-10:30 p.m. on CBS-TV), effective next fall.

The company said the inauguration of its new advertising and sales promotion program prompted its decision not to renew the contract. While Alcoa has made no definite television plans for the fall, it said it would study the possible use of programs with broad audience coverage to support the new promotion effort.

An executive of Fuller & Smith & Ross, New York, agency for Alcoa, told B•T that the firm is in the market for a television program similar to a *Toast of the Town* or *Robert Montgomery Presents* series for next fall, which would appeal to a larger audience for its new "hard sell" promotion. The executive pointed out that the Ed Murrow show averaged about a 13 to 14 rating, with the last Nielsen rating at a 12.8 on 55 stations and attracted a select audience whereas Alcoa was now anxious to get a wider spread and fuller station coverage.

Alcoa has sponsored the program since December 1951 and will continue until the last telecast on this season on July 5 when the show goes off the air for the summer. CBS-TV hopes to sell the program, effective next fall, to another advertiser.

During the summer a new show, *Music, 1955*, with Stan Kenton, will be presented in the Tuesday night period but Mr. Murrow and *See It Now* are expected to return in the fall.

Alcoa stood fast as sponsor on the *See It Now* show during the controversial battle that Mr. Murrow had with Sen. McCarthy last year. At that time I. W. Wilson, Alcoa president, said he had been "disturbed" by letters from Mc-

Carthy supporters but that the total number of writers supporting Mr. Murrow was greater.

Alcoa originally bought the program not so much to sell its product but to create goodwill and Mr. Wilson said three surveys showed that it had accomplished its purpose.

Although Mr. Murrow lost sponsorship for *See It Now*, he has acquired a new advertiser for his *Person to Person* series, Fridays, 10:30-11 p.m. on CBS-TV, with Elgin Watch Co. taking over the portion sponsored previously by Noxzema. The network had forced the latter advertiser off the program.

The rating on the *Person to Person* series averages about 25.5. Young & Rubicam, New York, agency for Elgin, placed the contract on CBS-TV. Elgin will not renew its sponsorship of alternate weeks on the *Elgin Theatre* on ABC-TV.

Calif. Used Car Dealer In Court for 'Bait' Ads

TV COMMERCIALS of Farmer Jack's used car lot were filmed and tape-recorded at Los Angeles police headquarters for later introduction as evidence of fraudulent "bait" advertising.

This was disclosed during the current trial of the Lynwood, Calif., firm in Los Angeles Municipal Court, in which the car firm is charged with two violations of the state business and professional code.

The trial is an outgrowth of joint investigations by the Los Angeles Better Business Bureau and the police department [B•T, Feb. 21]. KCOP (TV) Hollywood, which carried the commercials, refused to renew the contract with Farmer Jack's after BBB disclosed the discrepancy between sales pitches and performance.

On trial are Jack Tankersley, proprietor, and Gene King, salesman. Complaints against Allen Slate, announcer, and A. J. Victor, agency owner, had been dismissed.

A prosecution witness testified on several deals with Farmer Jack's, including one in which a 1953 Chevrolet advertised on tv at $999 finally cost $1,300.

Another prosecution witness, formerly a Farmer Jack's saleswoman, testified she was instructed to tell tv commercial respondents that cars displayed on video were gone or that prospects had misunderstood the offer.

Defense Attorney Robert W. Armstrong maintained that no law requires the Lynwood firm to sell the cars at the advertised price to someone who may not have responded directly to the tv offer.

Auto Credit Men Decry Misleading Advertising

OFFERS of "wild and impossible" credit in the sale of new cars on radio, tv and other media were condemned last week as not being in the public interest.

Such offers were termed "confusing" and "crazy" by a group of 32 bankers, finance company executives and members of the National Automobile Dealers Assn., who last Tuesday attended a conference in Washington called by the NADA.

The conference looked with alarm on any new car terms that extended beyond 30 months. The auto industry executives asserted that false and misleading advertising, which was confusing the public, had to be stopped. They said that when the public knew that low down payments and long terms were not possible, such advertising would lose whatever "pulling power it now has."

Brinckerhoff, Williams Form New Orleans Agency

TWO VETERAN New Orleans advertising men—E. V. Brinckerhoff and Aubrey Williams—have announced the formation of Brinckerhoff & Williams Agency, handling all media. Mr. Brinckerhoff for the past seven years operated his own agency in New Orleans and for the past six years Mr. Williams has been radio-tv director for Fitzgerald Advertising Agency in that city.

Brinckerhoff & Williams will handle all advertising for Dr. Tichenor's Antiseptic Co.; all radio, tv and theatre advertising for Brown's Velvet Dairy Products, Brown's Velvet Ice Cream and Brown's Velvet Frozen Foods, and all advertising for Swete-Smoke Products and A&M Pest Control Co.

Mary Lou Hopkins, who has been with the Brinckerhoff agency for the past five years, will continue in a key position with Brinckerhoff & Williams The new agency is located at 928 Gov. Nichols St., New Orleans.

Citrus Commission to View Six Agency Presentations

THE FLORIDA Citrus Commission last Wednesday selected five leading New York advertising agencies to make presentations in Lakeland, Fla., June 1 and 2, in competition with the J. Walter Thompson Co. for the $3.5 million citrus account which Thompson has serviced for the past five years.

Invited to make two-hour presentations on June 1 are: Dancer-Fitzgerald-Sample; Cunningham & Walsh Inc.; Batten, Barton, Durstine & Osborn Inc., and Grant Advertising Inc. To be heard on the morning of June 2 will be Benton & Bowles Inc., with the Thompson agency to wind up the series of presentations that day.

Several other agencies were eliminated by the commission because of competing accounts, inadequate facilities or lack of food advertising experience. Some companies invited to bid for the account declined to submit proposals because of other commitments, lack of time to prepare presentations or other reasons.

Robin Retains Action Agency; Ray Cormier Adv. Established

PARTNER Leonard H. Robin has purchased the stock of President Ray Cormier and will continue to operate Action in Advertising, Los Angeles advertising agency, with offices at 270 S. Alexandria Ave., Mr. Robin announced last week.

Meanwhile, Mr. Cormier has formed his own agency, Ray Cormier Adv., with offices at 588 N. Larchmont Blvd., Los Angeles. He has acquired the San Francisco and San Diego offices of Action in Advertising and incorporated them into his new firm.

The San Francisco office of Cormier Adv., under John Allen, is located in the Hearst Bldg., and the San Diego office, headed by Lyle Shoemaker, former executive assistant to *Los Angeles Daily News* publisher Clinton McKinnon, is in the Spreckels Bldg.

Two Grant Vice Presidents Named in Hollywood, Chicago

OPERATIONAL realignment within the Hollywood office of Grant Adv. Inc. has been announced by Paul Bradley, vice president in charge of the West Coast. John Gaunt, radio-tv director has been named vice president in charge of radio-tv for that office. L. W. (Bill) Brown, agency news bureau head, has been promoted to director of public relations, succeeding J. L. (Les) Kaufman, who has been named a vice president and transferred to Detroit as promotion director on the Dodge account.

PLANS for the new agency of Brinckerhoff & Williams, New Orleans, are discussed by partners Aubrey Williams (l) and E. V. Brinckerhoff.

New additions to the Hollywood office include:

John M. Cody, account executive with the Caples Co., Los Angeles, to Grant as account executive on the Dr. Pepper and Southern California Dodge Dealers accounts; Bruce Kerr, automotive editor on the former *Los Angeles Daily News*, to handle public relations for the Dodge account, and Harriet Snelling, associated with the former NBC-TV

COLORCASTING

Advance Schedule
Of Network Color Shows

CBS-TV

June 9 (8:30-9:30 p.m.): *Shower of Stars*, Chrysler Corp. through McCann-Erickson.

NBC-TV

May 19 (11 a.m.-12 noon): *Home*, fashions and cooking demonstrations in color.

May 20 (7:30-7:45 p.m.): *Coke Time*, Coca-Cola Co. through D'Arcy Advertising Co. (commercials only in color).

May 22 (7:30-9 p.m.): *Max Liebman Presents*, "Promenade," Maytag Co. through McCann-Erickson and Sunbeam Corp. through Perrin-Paus Co.

May 30 (8-9:30 p.m.): *Producers' Showcase*, "Petrified Forest," Ford Motor Co. through Kenyon & Eckhardt, and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey Adv. Agency.

June 4 (9-10:30 p.m.): *Max Liebman Presents*, "Chocolate Soldier," Oldsmobile Div. of General Motors through D. P. Brother & Co.

[Note: This schedule will be corrected to press time of each issue of B•T.]

AMERICAN BEER's new trade character, the little Indian maid, is introduced to the public by (l to r): Robert V. Walsh, director of radio and tv, VanSant, Dugdale, Baltimore advertising agency; R. Leiter FitzSimons, vice president, American Brewery, Baltimore; Jane Murray, and William H. Shriver Jr., American Brewery director of advertising. The Indian maid is appearing in various advertising media and is "brought to life" in tv where she sings commercial jingles.

I Married Joan film series, named coordinator of women's promotion and publicity.

In Chicago where Grant is headquarted, Carl M. Post, Chicago advertising agency executive, has been appointed vice president and account supervisor, Will C. Grant, agency president, has announced. Previously Mr. Post was vice president of Erwin, Wasey & Co., Chicago, and Foote, Cone & Belding.

C&W's Reydel to AAAA Post In U. S. Chamber of Commerce

APPOINTMENT of William Reydel, senior vice president of Cunningham & Walsh, New York, as national councilor in the Chamber of Commerce of the U. S. for American Assn. of Advertising Agencies was announced last week by the association. Mr. Reydel is also chairman of the AAAA committee on chamber referenda. Agency executives who have been appointed to the committee are Thomas D'A. Brophy, chairman of the board, Kenyon & Eckhardt, New York, and Fairfax M. Cone, president, Foote, Cone & Belding, Chicago.

Guy C. Smith, secretary-treasurer, Brooke, Smith, French & Dorrance, Detroit, is continuing on the referenda committee. All are members of the AAAA advisory council, made up of the association's former chairmen.

Duckwell Promoted at FC&B

PROMOTION of Gene Duckwell, business manager, Foote, Cone & Belding, Los Angeles, to vice president in charge of media and research has been announced by Don Belding, chairman of the FC&B executive board.

Mr. Duckwell joined Lord & Thomas, Hollywood, predecessor of FC&B, as a radio timebuyer 21 years ago. He has been active in the American Assn. of Advertising Agencies, serving as Southern California Council chairman, and also was prominent in the former Broadcast Measurement Bureau.

Out-of-Home Listening Boosts Audience—Roslow

OUT-OF-HOME radio listening during the past winter added 22% to the at-home audience, according to Dr. Sydney Roslow, director of Pulse Inc. The percentage figure was obtained in home studies conducted by Pulse in 26 major markets throughout the country.

An average of 4% of all radio families reported listening to radio in cars, at work, or in other places away from home between 6 a.m. and midnight, Dr. Roslow said. "If these results are projected nationally," Dr. Roslow said, "the out-of-home audience during the past winter added an average of over 1.5 million to the listening audience during any given quarter hour of the day."

Because of the importance of the out-of-home audience segment, Pulse will proceed with plans to present a combined at-home and out-of-home report in place of two separate studies. Currently the combined report is available in New York, Miami, Seattle and Memphis. Plans are to extend the report to other markets, Dr. Roslow said.

Ry-Krisp Spreads

RALSTON PURINA Co. credits television alone with effecting a 90% increase in sales for its Ry-Krisp in the Los Angeles market over an eight-month period. This tribute to tv was paid by Walter Guild, president of Guild, Bascom & Bonfigli, San Francisco, agency for Ralston Purina, in a talk before the Hollywood Ad Club. He said a campaign for Ry-Krisp was launched exclusively on KTLA-TV last June, utilizing the *Bandstand Revue* show, and observed that the results were so satisfactory that Ralson Purina purchased the tv program for showing in 10 other markets throughout the country.

LATEST RATINGS

NIELSEN

Top Radio Programs
Two Weeks Ending April 9

Rank	Program	Homes (000)
Evening, Once-a-Week		
	(Average for All Programs)	(1,146)
1.	Amos 'n' Andy (CBS)	3,394
2.	People Are Funny (Mars) (CBS)	2,981
3.	Lux Radio Theatre (CBS)	2,935
4.	Jack Benny Show (CBS)	2,889
5.	Dragnet (NBC)	2,568
6.	Our Miss Brooks (Amer. Home) (CBS)	2,339
7.	Academy Awards (NBC)	2,293
8.	You Bet Your Life (NBC)	2,201
9.	Roy Rogers Show (NBC)	2,201
10.	My Little Margie (Campana) (CBS)	2,064
Evening, Multi-Weekly		
	(Average for All Programs)	(825)
1.	One Man's Family (NBC)	1,880
2.	News of the World (NBC)	1,697
3.	Lowell Thomas (CBS)	1,467
Weekday	(Average for All Programs)	(1,467)
1.	Helen Trent (Amer. Home) (CBS)	2,431
2.	Our Gal, Sunday (participating) (CBS)	2,247
3.	Helen Trent (participating) (CBS)	2,110
4.	Our Gal, Sunday (Amer. Home) (CBS)	2,110
5.	Guiding Light (CBS)	2,018
6.	Ma Perkins (CBS)	2,018
7.	This Is Nora Drake (B. Myers) (CBS)	2,018
8.	This Is Nora Drake (Toni) (CBS)	2,018
9.	Wendy Warren (P & G) (CBS)	1,972
10.	Perry Mason (CBS)	1,972
Day, Sunday	(Average for All Programs)	(550)
1.	Adventures of Rin Tin Tin (MBS)	1,467
2.	Sunday Gatherin' (CBS)	1,376
3.	Galen Drake (8:55) (CBS)	963
Day, Saturday	(Average for All Programs)	(688)
1.	Gunsmoke (CBS)	1,697
2.	Robert Q. Lewis (Milner) (CBS)	1,192
3.	Galen Drake (10:50) (CBS)	1,101

Copyright 1955 by A. C. Nielsen Co.

Lowell Thomas Considers Tv Under Colgate Sponsorship

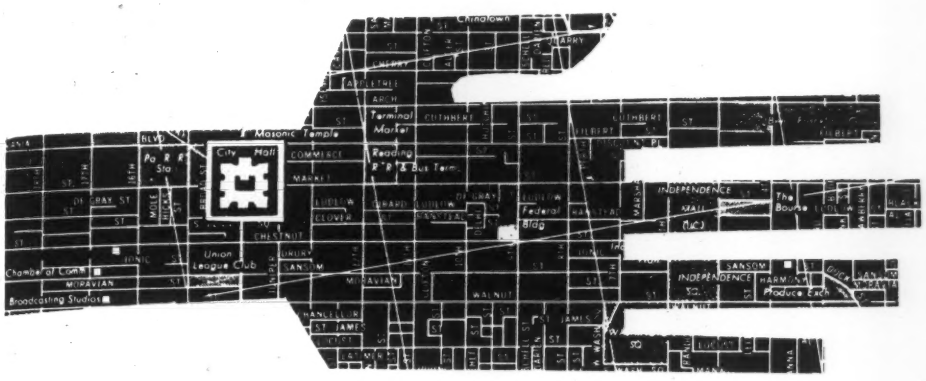
FIRST Lowell Thomas tv show may be on NBC with Colgate-Palmolive Co. as sponsor, it was revealed last week by Frank Smith, Mr. Thomas' business manager. Mr. Smith made his statement in Washington while testifying in the FCC protest hearings brought by WTRI (TV) Albany against the Lowell Thomas and associates purchase of WROW-AM-TV Albany (see story, page 116). Mr. Smith said that Colgate had made an offer to Mr. Thomas for the 8-9 p.m. segment on NBC-TV and that the noted newscaster was "seriously" studying it.

Mr. Thomas appears on CBS Radio five times a week, 6:45-7 p.m. EDT, sponsored by Delco Batteries. He has appeared on CBS Television during the political conventions and on election night, but has not had his own show.

Quaker Oats Is Tv Shopping

QUAKER OATS Co. (Ken-L-Products Div.) last week was reportedly shopping for a new network tv property to replace *Zoo Parade*, which it dropped on NBC-TV effective May 8.

At the same time the company was mapping advertising plans for a campaign to introduce a new product, Ken-L-Treats, in selected national markets. Possibility was held out for use of spot radio. The agency for Ken-L-Products is Needham, Louis & Brorby Inc., Chicago.



TO REACH THE HEART OF PHILADELPHIA READ ITS "PULSE"

Latest survey reveals total rating increase of 25.9 for WPEN over this time last year

When it comes to the Philadelphia Market — Pulse makes it easy for time buyers.

Compare January and February 1955 with the same time last year.

Of 72 quarter hours — from 6 a.m. to midnight, Monday through Friday — WPEN shows an increase in 68, remains even in 4. In other words, a rating increase in 94.4 percent of this total time.

... and WPEN increased its SHARE OF AUDIENCE for the same period, more than any other Philadelphia station.

NOW WPEN IS A BETTER BUY — DELIVERING MORE LISTENERS, MORE OFTEN THAN EVER BEFORE.

THE STATION OF PERSONALITIES

WPEN

950 on your dial

Represented nationally by Gill-Perna, Inc. • New York — Chicago — San Francisco — Los Angeles

KOTV

Completely Dominates Tulsa!

- 46 out of 50 of the most popular once weekly shows.
- 25 out of 25 of the most popular multi-weekly shows.
- 67 percent of the viewing audience.

(7 day average)

Source: Telepulse Feb. 21-27

KOTV 6 CBS channel TULSA

BASIC CBS AFFILIATE

Represented by
Edward Petry & Co., Inc.

Two Advertisers Pay Lone Ranger Inc. $5.2 Million

A FOUR-YEAR deal has been consummated between General Mills (breakfast foods, cake mixes, etc.), the American Bakeries Co. and the Lone Ranger Inc. in which LR is to be paid $5.2 million for air rights. The pact also involves LR licensee royalties.

General Mills and American Bakeries control $12 million in radio-tv time for the four years during which the LR contract runs. The pact ends Sept. 6, 1958, and does not include the two-year radio-tv agreement with General Mills of Canada for *Lone Ranger* sponsorship there.

Upcoming production plans for the *Lone Ranger* on ABC-TV-CBS-TV, according to Jack Wrather, LR president, are 52 black-and-white half-hour films and 39 color half-hour films during the next two years.

General Mills also confirmed reports it will drop sponsorship of *Betty Crocker* on ABC Radio effective the end of this month. This makes the third General Mills cancellation on ABC in recent months. No negotations are underway with another network.

SPOT NEW BUSINESS

Carnation Co. (Albers Div.), L. A., will sponsor *Annie Oakley,* half-hour CBS-TV Film Sales syndicated package in 43 major markets on alternating weeks. Time now being purchased on individual market basis. Agency: Erwin, Wasey & Co., L. A.

SPOT RENEWALS

Norwegian Canners Assn. of Sardines for Norway, N. Y., placing annual radio campaign to run through end of year in 14 markets, effective May 24. Agency: McCann-Erickson, N. Y.

NETWORK NEW BUSINESS

General Paint Corp., S. F., starts six-minute alternate Mon., Wed., Fri. and Tues., Thurs. segments of *Amos 'n' Andy Music Hall* (Mon.-Fri., 6:30-6:55 p.m. PDT) on 47 CBS Radio Pacific and Mountain stations for 20 weeks from May 16. Agency: Abbott Kimball Co., N. Y.

Scott Paper Co., Chester, Pa., buys Thurs., 10-10:15 a.m. EDT and Fri., 10:15-10:30 a.m. EDT periods on *Garry Moore Show,* effective June 9 and 10, respectively, and Thurs., 3:45-4 p.m. EDT period on *Bob Crosby Show,* effective June 23. Agency: J. Walter Thompson Co., N. Y.

General Mills Inc., Minneapolis, through Dancer-Fitzgerald-Sample, N. Y., and **American Bakeries Co.,** Atlanta, through Tucker Wayne & Co., same city, will sponsor *The Lone Ranger* on NBC Radio (Mon.-Fri., 5:30-5:55 p.m. EDT), starting May 30. Series currently on ABC Radio, Mon.-Wed.-Fri., sponsored by General Mills.

Borden Co., N. Y., will sponsor *Make the Connection* as summer replacement for *Justice* on NBC-TV (Thurs., 8:30-9 p.m. EDT), effective July 7. Agency: Young & Rubicam, N. Y.

Toni Co., Chicago, buys *Dollar a Second* on NBC-TV (Tues., 9:30-10 p.m. EDT) for July and August, starting July 5. Program resumes under sponsorship of Mogen David Wine Corp., Chicago, Sept. 2 on ABC-TV (Fri., 9-9:30 p.m. EDT). Agency for both: Weiss & Geller, Chicago.

NETWORK RENEWALS

Sterling Drug Inc. (Bayer aspirin, Phillips' milk of magnesia, Phillips' tablets), N. Y., renews *The Vise* on ABC-TV (Fri., 9:30-10 p.m. EDT) for 52 weeks, effective Sept. 30. Agency: Dancer-Fitzgerald-Sample Inc., N. Y.

General Foods Corp. (instant puddings, Gaines dog food), White Plains, N. Y., renews *Roy Rogers Show* on NBC-TV (Sun., 6:30-7 p.m. EDT) for 52 weeks, effective July 3. Agency: Benton & Bowles, N. Y.

Bristol-Myers Co., N. Y., renews *Four Star Playhouse* for 52 weeks on alternate week basis with Singer Sewing Machine Co. on CBS-TV (Thurs., 9:30-10), effective Sept. 22. Agency for both: Young & Rubicam, N. Y.

AGENCY SHORTS

Carson, Roberts Inc., L. A., named to membership, Southern California Chapter, American Assn. of Adv. Agencies.

Martin R. Klitten Co., L. A., moves to Transport Indemnity Bldg., 3670 Wilshire Blvd.; telephone remains Dunkirk 7-8395.

Beaumont & Hohman Inc., L. A., moves to 1741 Ivar Ave.; telephone: Hollywood 2-6826.

A&A PEOPLE

Ted Gutelius, in charge of new business, **Julian Archer,** art director, and **Harold Bates,** group head, Fuller & Smith & Ross, N. Y., elected vice presidents; **Ralph Nicholson,** vice president and office manager, named director.

G. B. McDermott, president, KBUR Burlington, Iowa; executive vice president, WGIL Galesburg, Ill., and vice president, KOLN Lincoln, Neb., elected vice president, National Research Bureau, Chicago.

Harvey L. Rhode and **William E. Brayton,** account executives, J. M. Mathes Inc., N. Y., elected vice presidents.

MR. RHODE

MR. BRAYTON

Robert G. Urban, Colgate-Palmolive Co., N. Y., to J. Walter Thompson Co., same city, as vice president and markets director.

Donald A. Breyer, vice president, Fairfax Inc., Hollywood, resigns to purchase controlling interest in Anatole Robbins Inc. (cosmetics), same city.

Toby A. Miller, formerly general manager, Edwards Agency, L. A., and **Alan Harvey,** formerly copy chief, Action in Adv., same city, to Beckman, Hamilton & Assoc., L. A., as general manager and radio-tv director, respectively.

O. C. Ritch, account executive, WING Dayton, Ohio, to Guerin, Johnstone & Jeffries Inc., L. A., as radio-tv director.

James W. Veeder, advertising-sales promotion manager, Chicopee Mills Inc. (diapers, napkins, towels, screening), N. Y., appointed national advertising and sales promotion director, Lewyt Corp. (vacuum cleaners), Brooklyn.

Maxwell Silverstein, art director, Glamorene Inc. (rug, upholstery cleaners), N. Y., appointed advertising director.

William M. Spierer, formerly sales promotion art director, Fuller & Smith & Ross, N. Y., to Ethyl Corp., same city, as sales promotion manager.

Robert O. Holleron Jr. and **John W. Fraser Jr.,** Glen Adv. Inc., San Antonio, Tex., office, appointed vice presidents.

MR. HOLLERON

MR. FRASER

John A. Plano appointed electric range sales manager, Norge Div., Borg-Warner Corp., Chicago.

Julian P. Brodie, senior vice president, Lewin, Williams & Saylor, N. Y., named creative director.

Ross Mason, advertising and sales promotion manager, Philco Corp., L. A., to Clifford Gill Agency, same city, as creative chief and production supervisor.

Lester Krugman, advertising director, Bulova Watch Co., resigns, effective June 30.

Robert E. Clark, formerly president, Robert E. Clark Adv. Agency, Aurora, Ill., to Norge Div., Borg-Warner Corp., Chicago, as assistant advertising director.

Howard Ed Walpert, sales manager, WHUM-TV Reading, Pa., to Arndt, Preston, Chapin, Lamb & Keen, Phila., as account manager, effective today (Mon.).

Marvin Astrin appointed account manager, Tatham-Laird Inc., Chicago; **Tom Casey** named merchandising manager.

Robert Larson, Marvin Gordon & Assoc., Chicago, and **Neil R. Salemi,** national advertising manager, Olson Rug Co., Chicago, to Schwimmer & Scott, same city, as account executives.

CAKE-CUTTING ceremony, marking the start of the third year of *Music 'til Dawn* over WEEI Boston (daily, midnight-dawn) is participated in by (l to r) Harvey J. Struthers, WEEI general manager; Jack Loring, host of the program, and W. Nelson Bump, New England regional vice president of sponsor American Airlines.

ADVERTISERS & AGENCIES

Harold W. Arthur, former sales manager, Acme Feeds Inc., Forest Park, Ill., to Erwin, Wasey & Co. Ltd., L. A., as senior account executive.

Richard N. Confer, former account executive, Campbell-Mithun Inc., Minneapolis, to McCann-Erickson, L. A., as account executive and marketing services specialist.

Robert M. Dore, advertising and merchandising consultant, to Weiss & Geller, N. Y., as account executive.

Philip Brooks, formerly with Scheideler, Beck & Werner, N. Y., to Doherty, Clifford, Steers & Shenfield, same city, as account executive.

Charles O. Morgret, public relations assistant, Assn. of American Railroads, Washington, promoted to special studies manager, succeeding **Loyd J. Kiernan,** who moves to Boston & Maine Railroad as executive vice president; **Douglas R. Stephenson,** research assistant, succeeds Mr. Morgret.

Franklin B. Satterthwaite to Colgate-Palmolive Co., Jersey City, N. J., as manager, newly-formed soap and household products research section, market research department.

Norman Cohen, formerly with David Berdon & Co. (accounting firm), N. Y., appointed controller, Emil Mogul Co., same city.

George Lannan, co-owner, Lannan & Sanders Inc., Dallas and L. A., sells interest to partner **J. M. Sanders.** L. A. branch will close.

Robert W. Bode, formerly executive art director, Maxon Inc., N. Y., to Kudner Agency, N. Y., as senior art director.

Thedor Ziesmer, formerly with Lennen & Newell, N. Y., to VanSant, Dugdale & Co., Baltimore, as art director.

Robert W. Douglas, Leo Burnett Co., N. Y., to Morey, Humm & Johnstone, same city, as associate art director.

George Berkowitz, formerly with Doyle Dane Bernbach, N. Y., has formed own agency, George Berkowitz, 202 W. 40th St., N. Y.; telephone: Pennsylvania 6-8915.

Mildred Gibbons, formerly with Biow-Beirn-Toigo, N. Y., to radio-tv dept., Fuller & Smith & Ross, same city, as casting director and stylist.

Faye Hanger, formerly with Rhoades & Davis, S. F., to radio-tv dept., Brisacher, Wheeler & Staff, same city, as timebuyer; **Robert E. Cooper,** formerly with Rhoades & Davis, to Brisacher, Wheeler & Staff as copywriter; **Margaret Waldron,** formerly with California Food Research Institute, S. F., to agency as home economist.

Richard Mohr, vice president and copy chief, Mottl & Siteman Adv., L. A., to Foote, Cone & Belding, same city, as copywriter.

Tom Allen, formerly copywriter, Ruthrauff & Ryan, N. Y., to copy staff, Scheideler, Beck & Werner, same city.

Genevieve Boyd, market analyst, research dept., Foote, Cone & Belding, Chicago, to similar dept., Earle Ludgin & Co., same city; **M. J. Pulver,** formerly copy chief, Calkins & Holden, Chicago, to Ludgin creative staff.

Frank H. Long, Standard Brands Inc., N. Y., to merchandising dept., Bryan Houston Inc., same city.

Henry Obermeyer, executive vice president, Bozell & Jacobs; **Samuel Youngheart,** vice president, Warwick & Legler, and **Harold Duchin,** Doherty, Clifford, Steers & Shenfield, all N. Y., inducted into Baruch School Chapter, Alpha Delta Sigma, May 11.

FILM

COLOR TV TAPE PUT ON NETWORK

RCA-NBC and Minnesota Mining & Mfg. Co. participate in closed circuit transmission from New York to St. Paul.

FIRST transmission of a color tv program recorded on magnetic tape was reported by RCA and NBC last Thursday over commercial television network facilities.

The tape-recorded telecast, originating with the prototype RCA tv tape recorder installed for field testing at the NBC studios in New York, was transmitted by closed circuit from New York to St. Paul as part of dedication ceremonies for a new Minnesota Mining and Mfg. Co. Research Center [CLOSED CIRCUIT, May 2]. The demonstration made use of magnetic tape produced by Minnesota Mining. Over 200 business leaders and scientists were on hand in St. Paul for the demonstration.

The pre-recorded program included remarks by Brig. Gen. David Sarnoff, RCA-NBC board chairman, who hailed the opening of the new Research Center as a "historic occasion." It also included a brief explanation of the system by Dr. Harry F. Olsen, director of the acoustical and electromechanical research laboratory, RCA Labs., and an entertainment program featuring Eddie Fisher, Bambi Linn, Rod Alexander, and Al Kelly. The telecast was sent to St. Paul over the microwave relay facilities used for NBC commercial programs.

First Shown in 1953

The RCA tv magnetic tape recording system was first demonstrated under laboratory conditions on Dec. 1, 1953, at the David Sarnoff Research Center. Gen. Sarnoff has described the system as the first major step into an era of "electronic photography," in which motion pictures in color or black-and-white "will be produced quickly and economically, eliminating most of the time and all of the chemical processing involved in photography."

The magnetic tape recorder is said to be similiar in its basic principles to the conventional tape recorders used today for sound. Electrical signals—the broadcast video and audio signals of tv—are impressed through recording head onto the magnetically treated surface of a plastic tape. As the tape is drawn across the recorded head the head continuously changes the magnetic polarity of the magnetic particles on the tape so that they become a compact code of the original signal. This pattern will remain indefinitely on the tape during subsequent playback, until it is desired to "erase" the signals electronically and use the tape again to receive another set of signals.

For playback, the tape is drawn across the same head or a similar one. The magnetic code on the tape causes an alternating current to flow in the windings around the reproducing head, creating a duplicate of the original signal.

RCA's objective in developing the tv magnetic tape recording system was to achieve a swift, economical and efficient means of recording color tv programs for storage, playbacks or rebroadcast. RCA also expects the system will have value in the future as a "convenient and versatile means" for making electronic motion pictures, particularly in business, industry and in the home, and in an all-electronic chain, comprising portable tv camera, tv tape recorder and standard tv receiver.

Hailing the dedication of MM&M's new plant, Gen. Sarnoff expressed gratification on behalf of RCA that "the scientists and engineers in our laboratories have built and are now field testing the first television magnetic tape recorder with which this message and other portions of this program are being brought to you in Minnesota. . . . It is most fitting that you who developed and made the tape and we who developed and built the recorder should share in this great achievement."

RCA's Dr. Olsen said that "Some problems remain to be solved. These involve both the machine and the tapes. We are certain that these problems will be solved. We value the cooperation of the scientists of Minnesota Mining & Mfg. Co. We are confident that electronic photography will be an important tool first in television and later in industries and in the homes."

CBS-TV Film Executives Hold National Sales Meet

CBS-TV Film Sales will open a three-day national sales meeting in New York today (Monday) to brief personnel on all areas of the operation, including advertising, merchandising, sales policy and new programming.

Merle S. Jones, CBS vice president in charge of owned stations and general services, and Sig Mickelson, vice president in charge of news and public affairs, will speak during luncheons today (Monday) and tomorrow. Jack L. Van Volkenburg, CBS-TV president, will attend the meeting.

CBS-TV Film Sales headquarters staff in attendance will include Leslie Harris, vice president and general manager; Fred J. Mahlstedt, director of operations and production; Wilbur S. Edwards, general sales manager; Walter A. Scanlon, merchandising manager; Eugene Moss, assistant sales promotion manager, and account executives John Howell, Gil Johnston, James Orchard and James Victory.

Out-of-town members who will attend are William Perkinson, manager of the Chicago office, and Chicago account executives Donald R. Goldsmith and Barr Sheets; Thomas Moore, manager of the Hollywood office; Glenn H. Ticer, manager of the San Francisco office; Carter Ringlep, Dallas manager; John W. Wiedmer, St. Louis manager; James McCormick, Atlanta manager; H. Roy Marks, Boston manager, and George U. Lyons, Detroit manager. Others who will be present are Spence Caldwell of S. W. Caldwell Ltd., CBS-TV Film Sales distributor in Canada, and G. Norris MacKenzie and Richard Sheppard of his executive staff.

CONTRACT for Plymouth Dealers of Southern California to sponsor the half-hour *Hollywood Preview* film series on KCOP (TV) Hollywood for 52 weeks is approved by (l to r) Glenhall Taylor, Hollywood manager, N. W. Ayer & Son; Amos Baron, KCOP sales manager, and David L. Wolper, vice president, Flamingo Films, that city, distributor of the package.

people make the best salesmen

PHOTO BY BERT STERN

. . . especially people like Miss Sydney Smith

Pretty as Springtime is WRCA's Miss Sydney Smith. And she's that rarest of women—the kind other women believe. That's why she keeps getting fan letters like this one from Leslie Dunier of the Emil Mogul advertising agency, for Ronzoni Macaroni Products:

"It takes a minor miracle to get women to switch from one spaghetti to another. But I think that's what we've got in your commercials for Ronzoni. Your 'woman-to-woman' talk has the kind of believability that accomplishes selling miracles. We plan to be on BY-LINE for a long time."

New York women listen regularly to BY-LINE WITH SYDNEY SMITH. 9:35 to 10:00 a.m. weekdays. And just as regularly they buy the varied products —food, drugs, appliances, even "the movie for tonight"—which Sydney describes so warmly and persuasively.

To sell BIG in the nation's biggest market, it takes "*counter* intelligence" —a specialty of WRCA radio personalities, like Tex & Jinx, Al Collins, Jim Coy, and Jimmy Powers. And like Miss Sydney Smith.

NBC **WRCA*660**
Radio in New York
Represented by NBC SPOT SALES
NEW YORK • CHICAGO • DETROIT • CLEVELAND
WASHINGTON • SAN FRANCISCO • LOS ANGELES
CHARLOTTE* • ATLANTA* • DALLAS*
*Bomar Lowrance Associates

SERUTAN, through Kletter Assoc., its agency, will sponsor the *Liberace* film series on WPTZ (TV) Philadelphia for 52 weeks. L to r: seated, Alexander W. Dannenbaum Jr., WPTZ commercial manager; Ed Kletter, president of the agency; Fred Apt, representing Serutan; standing, Robert E. Bailey, Free & Peters account executive, and Herbert Gruber, business manager of radio-tv department, Kletter Assoc.

Sales of Filmed 'Opry' Reach 50, Flamingo Reports

TOTAL SALES of the half-hour Flamingo Film series, *Grand Ole Opry*, have reached 50, it was reported last week by Sy Weintraub, executive vice president of the company. Latest sales, he said, have been to the Ford Dealers in Baton Rouge and Swift & Co. in Dallas.

Mr. Weintraub told B•T he expects the series to be shown in 200 markets by the end of this year. He reported that Flamingo currently is negotiating a regional sale with a major beverage company that plans to place the series in 33 markets.

J. Don Alexander Sr. Dies, Co-Founded Film Company

J. DON ALEXANDER Sr., 70, president and co-founder of Alexander Film Co., Colorado Springs, Colo., died of a heart attack May 6.

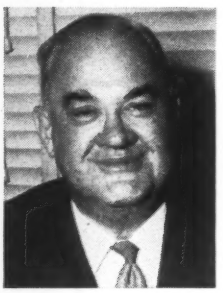
MR. ALEXANDER

Mr. Alexander organized the film company in 1919 in Spokane, Wash., later moving the firm to Denver and in 1928 to Colorado Springs. During its 36 years of operation the Alexander Film Co. has gone to the forefront in the production and distribution of film commercials for television and theatre display.

Mr. Alexander is survived by his brother, Don M., and two sons, J. Don Jr. and John H. All three are members of the film company.

RANDOM SHOTS

Don Wilson Productions Inc., Hollywood, established and opened May 2 in KTTV (TV) studios there, producing tv film commercials, industrial, documentary and sales films and sound slide films. Mr. Wilson, featured on comedian Jack Benny's radio-tv shows, is executive producer with Benjamin H. Kline, photography director; George Tobin, production supervisor; Don Schwab, associate producer, and Ted Byron, creative director. Firm will act as production unit for agencies located anywhere in U. S. New venture will not affect Mr. Wilson's association with Mr. Benny.



MR. WILSON

Neumade Products Corp., N. Y., has released new 35mm catalog covering equipment for storage, filing, shipping and editing of all types of motion picture film, available on request to firm, 250 W. 57th St., N. Y. 19. With advent of tv film developments and wide-screen projection, Neumade has added over 150 new items to its 35 and 16mm wide screen and tv accessory lines.

Lynn Stalmaster & Assoc. formed by Lynn Stalmaster, casting supervisor and production associate, Gross-Krasne Inc., Hollywood, as independent casting firm servicing tv film producers, headquartered at California Studios, Hollywood.

NBC Film Div., N. Y., has appointed Amalgamated Wireless (Australasia) Ltd., Sydney, Australia, as sales representative in Australia and New Zealand for syndicated tv film shows.

Guild Films Co., N. Y., opens new office in Land Title Bldg., Broad & Chestnut Sts., Phila.

FILM PEOPLE

Bill Miller, eastern sales manager, WBBM Chicago, to Official Films, St. Louis, as senior account executive.

Dalton Danon, formerly with Motion Pictures for Television, N. Y., to Guild Films Co., same city, as account executive.

Henry Batista and **Richard Fantl,** Screen Gems Inc., Hollywood, promoted to supervising film editors of all 10 SG tv film series produced in Hollywood.

Douglas Heyes, writer, ABC-TV *Adventures of Rin Tin Tin,* signed by Herbert B. Leonard Productions, Hollywood, as executive assistant on that series, upcoming *Circus Boy* and *Tales of the Bengal Lancers;* **Paul Pierce,** radio-tv writer-director-producer, joins Leonard firm as story editor.

David Ackerman, traffic control manager, ABC-TV Film Syndication, N. Y., to National Telefilm Assoc., same city, as booking agent.

Gig Young, motion picture and tv actor, signed as host, ABC-TV *Warner Bros. Presents,* upcoming hour-long film series.

Irving Lippman, cinematographer on CBS-TV *Damon Runyon Theatre* for Screen Gems Inc., Hollywood, adds same duties on upcoming NBC-TV *Father Knows Best.*

Guy Madison, star of *Wild Bill Hickok* tv film series, father of girl, Bridget, April 26.

FILM PRODUCTION

Guild Films Co., N. Y., last week began production on *Ina Ray Hutton Show,* new 39 half-hour series under direction of Duke Goldstone. Series being filmed at Gross-Krasne Studios, Hollywood, expected ready for fall distribution.

Gross-Krasne Inc., Hollywood, May 10 started shooting *O. Henry Television Playhouse,* half-hour tv film series, utilizing two studios at California Studios, same city. First two episodes, "Man About Town" and "The Reformation of Calliope," scheduled to be ready for early June auditioning. Thomas Mitchell portrays "O. Henry" in first 39 films. George Waggner adapting and directing first four scripts.

Nassour Studios, L. A., started shooting *Sheena, Queen of the Jungle,* 39 half-hour film series for ABC-TV syndication. Produced by William and Edward Nassour, in association with Don Sharpe, series features Irish McCalla in title role. Arthur Pierson is director; Jack Palmer, production supervisor, and Joel Murcott, story editor.

Screen Gems Inc., Hollywood, scheduled to start shooting *You Can't Take It With You* this week. Signed by Producer-Director Edward Buzzell are Cecil Kellaway for role of "Gran'pa"; Barbara Britton, "Alice"; Joyce Holden, "Essie"; George Givot, "Boris," and Nydia Westman, "Penny Sycamore."

Stuart Reynolds Productions, Hollywood, scheduled to start shooting pilot film for NBC-TV *Skip Taylor, USAF,* series, produced at Lackland Air Force Base, San Antonio, Tex., in cooperation with U. S. Air Force. Format, created by Associate Producer Bud Austin, deals with adventures of three air cadets training as jet pilots.

Parsonnet & Wheeler Inc., N. Y., scheduled to start production on *Mr. Bascomb,* 15-minute tv film series featuring bassett hound. Film will be produced in conjunction with Mark Roberts and Allen Melvin.

The Voice of the South
is the CHOICE of the South

FIRST *in popularity seven days a week*

FIRST *in more quarter-hour periods than any other Atlanta radio station every week*

THIS *is the same status that has prevailed in Atlanta for 33 years*

6 a. m. to 12 noon, 12 noon to 6 p. m., 6 p. m. to midnight
PULSE, March – April, 1955

wsb / *Georgia's only 50,000 watt clear channel station. Atlanta, Georgia*

NBC affiliate. Represented by Petry. Affiliated with The Atlanta Journal and Constitution.

Our Puls
—and it t

Month to Month listening can change materially—and does, depending on the season: baseball, football, heavy promotions, contests and other things, which can temporarily affect listening—and ratings.

But—

when—month in and month out, year in and year out, a station shows a consistent top share of audience, the alert advertiser swings to that station.

Yes—

the fact is—alert advertisers national, regional and local have swung to WCKY in ever increasing numbers, with ever increasing shares of budgets.

Because—

WCKY's business is as good as its Pulse—and as steady.

NEW YORK	CINCINNATI	CHICAGO	SAN FRANCISCO
Tom Welstead Eastern Sales Mgr. 53 E. 51st St. Phone: Eldorado 5-1127	C. H. "Top" Topmiller WCKY Cincinnati Phone: Cherry 6565	A M Radio Sales Jerry Glynn 400 N. Michigan Ave. Phone: Mohawk 4-6555	A M Radio Sales Ken Carey 607 Market St. Phone: Garfield 1-0716

WCKY . . . ON THE AIR EVERYWHERE ● TW

Strong
it teady Too!

Average Share of in-home Audience

6 am - 6 pm: Mon. thru Sun.
May '54 thru Feb. '55

WCKY.	**21%**
Net. Sta. A	16%
Net. Sta.B	25%
Net. Sta. C	13%
Net. Sta. D	16%

Average Share of out-of-home Audience

6 am - 6 pm: Mon. thru Sun.
Summer '54 - Winter '55

28%	
20%	
14%	
7%	
12%	

* Pulse Cincinnati Surveys.

If you have a product which needs pulse strengthening Buy WCKY

L. B. Wilson INCORPORATED WCKY CINCINNATI

TWENTY-FOUR HOURS A DAY • SEVEN DAYS A WEEK

REGISTRATION SETS RECORD AS NARTB CONVENTION NEARS

Washington hotel facilities strained. Advance registration is about 25% ahead of 1954; indications are that at least 3,000 will attend. President Eisenhower to address Tuesday morning session.

NARTB approached its annual convention with an advanced registration far ahead of any past year and a housing problem that is keeping the staff busy as Washington hotel facilities are being strained to the limit.

The May 22-26 meeting has drawn an advance registration of 1,060 (as of Thursday night) for the Management Conference, nearly 25% ahead of 1954, and 233 for the Engineering Conference, also about 25% ahead of last year.

Advance registration indicates that at least 3,000 persons will take part in proceedings and unofficial events connected with the industry's annual meeting. The problem is complicated because fewer than 200 rooms are available for delegates at the Shoreham Hotel, principal meeting place and site of the equipment and programming exhibits.

Other delegates will be housed at the Sheraton-Park, Mayflower, Statler, Willard, Carlton and other hotels. Even a suburban country club will be utilized as well as any other quarters that are needed to take care of the unprecedented attendance.

The annual exposition of equipment and services will set a record (see exhibit summaries starting page 73). Heavy equipment will be displayed in the large Shoreham garage, not far from the main lower-level meeting room. Light equipment and services will be located on the main floor wings and the floor immediately above. Exhibits open at 9 a.m. Sunday. Most of the hospitality suites are located in the Sheraton-Park Hotel, about two blocks walk from the Shoreham, but some of these suites are to include displays.

B•T's Hospitality Suite

B•T will have a hospitality suite in the Franklin Room of the Sheraton-Park.

The main convention luncheons, including both management and engineering delegates, will be held in Sheraton Hall, new addition to the Sheraton-Park that will hold 3,000 for a meeting and seat 2,000 diners. The lower level of Sheraton Hall will house the industry's Special Project Exhibit depicting the role of radio and tv in developing public support for non-commercial and non-partisan national campaigns.

NARTB and The Advertising Council are joint sponsors of the special projects display, with over two-score organizations and federal agencies joining to show how their campaigns operate. Selected audiences will view the exhibits at evening receptions.

Two NARTB business meetings are scheduled Monday. Ben Strouse, WWDC-FM Washington, will preside at a 10 a.m. fm membership meeting as Fm Committee chairman. Taking part will be Donald K. DeNeuf, World Radio Network, Ithaca, N. Y.; Raymond S. Green, WFLN (FM) Philadelphia, and Lloyd Jacquet, WGHF (FM) New York.

An afternoon tv business meeting will be held, with Judge Justin Miller, former NARTB board chairman, presiding at the election of new directors.

President Eisenhower will address the convention at the opening management session Tuesday morning. His greeting to delegates and remarks on the relations of broadcast media with federal operations will be heard at 11:30 a.m. in Sheraton Hall. NBC-TV and CBS Radio will carry his talk live, with CBS-TV planning to carry it later via film. All networks are expected to film or tape the address.

A minor miracle in hotel operation is scheduled at 11:45 Tuesday morning after the President has finished his address. At that time the hotel staff is to clear the 3,000-seat auditorium and set it up for the 12:30 noon luncheon at which FCC Chairman George C. McConnaughey will be principal speaker.

A feature of the Tuesday morning meeting will be the keynote address by Mark Ethridge, publisher of the *Louisville Courier-Journal* and *Times* (WHAS-AM-TV). NARTB President Harold E. Fellows will present the keynote award to Mr. Ethridge, third broadcaster to receive this honor.

Clair R. McCollough, Steinman Stations, co-chairman of the 1955 convention committee, will preside at the opening session. The Rev. Dr. Clayton T. Griswold, radio-tv director of the Presbyterian Church of the U. S. A., will deliver the invocation.

Henry Clay, KWKH Shreveport, La., the other convention committee co-chairman, will join Mr. McCollough in escorting President Eisenhower to the platform.

Mr. Clay will preside at the Tuesday luncheon and at the afternoon joint management-engineering session. Ralph W. Hardy, NARTB vice president, will introduce Rep. J. Percy Priest (D-Tenn.), House Interstate & Foreign Commerce Committee chairman, first speaker at a program devoted to government relations and regulatory problems.

FCC Panel Planned

President Fellows will moderate a panel discussion that will include all seven members of the FCC. The Engineering Reception winds up the official agenda for the day.

Labor relations and wage-hour problems will be discussed at informal breakfast meetings to be held Wednesday and Thursday mornings.

Mr. Clay will preside at the management meeting Wednesday, Radio Day. The engineering sessions open Wednesday (see summary of engineering papers page 90).

Highspotting the radio program Wednesday will be a talk, "Radio in 1955," by David J. Mahoney, head of the New York agency bearing his name. E. R. Vadeboncoeur, WSYR

CONVENTION NON-AGENDA ACTIVITIES

B•T golf tourney Sunday starts round of meetings, dinners, luncheons, breakfasts and special events.

SERIES of meetings, dinners, luncheons and breakfasts will be held during NARTB Convention Week, along with other special events. Opening the series of non-agenda convention activities will be the annual NARTB Convention golf tournament for the B•T trophies, to be held Sunday, May 22, at Goose Creek Country Club, Leesburg, Va.

Two networks—MBS and ABC—will hold Sunday affiliate meetings. Nine stations have scheduled breakfasts. The state association presidents luncheon will be held Monday.

Not yet announced are a number of other receptions and dinners as well as informal meetings. The list of non-agenda events made available at the weekend by NARTB follows:

SUNDAY—MAY 22, 1955

9 a.m.—Broadcasting-Telecasting Golf Tournament, Goose Creek Country Club, Leesburg, Va.

10 a.m.—MBS Affiliates, Hall of Nations, Washington Hotel.

11 a.m.-3 p.m.—Quality Radio Group, Louis Seize Room, Shoreham Hotel.

12 noon-5 p.m.—ABC Affiliates, Park Room, Shoreham Hotel.

12 noon-3 p.m.—BMI Board, Woodner Hotel.

5 p.m.-6 p.m.—Cocktails—ABC Affiliates, Louis Seize Room, Shoreham Hotel.

7:30 p.m.—Tv Pioneers Dinner, Willard Hotel.

8 p.m.—Uhf Industry Coordinating Committee, Washington Hotel.

MONDAY—MAY 23, 1955

8 a.m.—Louisiana State Broadcasters Breakfast, West Lobby Room, Shoreham Hotel.

8 a.m.-9:30 a.m.—Film Breakfast, Blue Room, Shoreham Hotel.

9 a.m.-12 noon—Clear Channel Broadcast Service, Green Room, Shoreham Hotel.

11 a.m.-4 p.m.—CBS Affiliates Advisory Committee, Louis Seize Room, Shoreham Hotel.

12 noon-2 p.m.—Community Broadcasters Assn. Luncheon, Park Room, Shoreham Hotel.

12:30 p.m.—State Association Presidents Luncheon, Blue Room, Shoreham Hotel.

12:30 p.m.—Ladies Entertainment Committee Luncheon, West Room, Shoreham Hotel.

4:30 p.m.-6 p.m.—Daytime Broadcasters Association, Park Room, Shoreham Hotel.

6 p.m.—Cocktails—BMI, Woodner Hotel.

6 p.m.-8 p.m.—Cocktails—MCA, Terrace, Shoreham Hotel.

7 p.m.—BMI-NARTB Dinner, Woodner Hotel.

TUESDAY—MAY 24, 1955

7:30 a.m.—Heavy Exhibitors Breakfast, Park Room, Shoreham Hotel.

8 a.m.-9:30 a.m.—West Virginia State Broadcasters Breakfast, West Room, Shoreham Hotel.

8 a.m.-9:30 a.m.—Tennessee State Broadcasters Breakfast, Louis Seize Room, Shoreham Hotel.

8 a.m.-9:30 a.m.—South Dakota State Broadcasters Breakfast, Green Room, Shoreham Hotel.

8 a.m.-9:30 a.m.—Michigan State Broadcasters Breakfast, West Lobby Room, Shoreham Hotel.

8 a.m.-9:30 a.m.—North Carolina State Broadcasters Breakfast, Blue Room, Shoreham Hotel.

8 a.m.-9:30 a.m.—Wisconsin State Broadcasters Breakfast, Tamerlanne Room, Shoreham Hotel.

8 a.m.-9:30 a.m.—California Tv Broadcasters Breakfast, Adams-Hamilton Room, Sheraton-Park Hotel.

12:30 p.m.—Ladies Luncheon and Fashion Show—Blue Room, Shoreham Hotel.

WEDNESDAY—MAY 25, 1955

7:30 a.m.—Room Exhibitors Breakfast, Park Room, Shoreham Hotel.

5 p.m.-8 p.m.—Cocktails—Meredith Publishing Co., Louis Seize Room, Shoreham Hotel.

6:30 p.m.—Cocktails—Radio Pioneers, Green Room, Shoreham Hotel.

7:30 p.m.—Radio Pioneers Dinner, Terrace Ball Room, Shoreham Hotel.

THURSDAY—MAY 26, 1955

8 a.m.-9:30 a.m.—Texas Association State Broadcasters Breakfast, West Lobby Room, Shoreham Hotel.

The Best SEAT In The House

The best seat in the house is reserved for those who watch full length movies on television. In the Northern California market, the best of these films are shown on KRON-TV.

That's right — KRON-TV has long been the leader with the BEST of the FIRST RUN movies available. And there's plenty more in store because smart film buying requires know-how that improves with use.

There you have just one more reason why KRON-TV is the leader among television stations in the Northern California market . . . and one more reason why your sales message on KRON-TV will reach the people you want to talk to.

Ask Free & Peters about double feature movies on the new GOLDEN GATE PLAYHOUSE, 1:00 to 3:00 PM, Monday through Friday

San Francisco

KRON TV

AFFILIATED WITH THE S. F. CHRONICLE AND THE NBC-TV NETWORK ON CHANNEL **4**

No. 2 in the series, "What Every Time Buyer Should Know About KRON-TV"

Represented Nationally by Free & Peters, Inc.

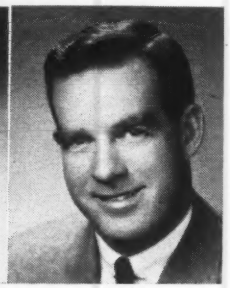
Syracuse, NARTB District 2 director, will speak on the topic, "A Better Estate."

Gimmick title has been applied to a talk by A. Prose Walker, NARTB Engineering Dept. manager. It is "Operation ERTOM." Russel J. Tinkham, Ampex Corp., Redwood City, Calif., will speak on automatic programming.

A panel discussion, "Selection and Motivation of Salesmen," will be moderated by Charles H. Tower, NARTB Employer-Employe Relations Dept. manager. Panelists include John P. Foley Jr., vice president, Psychological Corp.; William T. Earls, Cincinnati general agent, Mutual Benefit Life Insurance Co.; Richard J. Brown, KPOJ Portland, Ore., member of the NARTB Radio Board; Herbert E. Evans, Peoples Broadcasting Corp.; James L. Howe, WIRA Fort Pierce, Fla., and Simon Goldman, WJTN Jamestown, N. Y.

Mr. Mahoney will take a look at the radio medium and give an appraisal of its present stature. He is a former vice president of Ruthrauff & Ryan, a post he attained at the age of 27. He started his own agency at age 28 and

MR. FOLEY



MR. EARLS

is now 32. Mr. Clay emphasized Mr. Mahoney's career attests to the opportunities available to American youth and his faith in the radio medium.

President Fellows will make his annual report to the membership at the Wednesday luncheon. Radio Advertising Bureau will program the afternoon proceedings.

Basic radio presentation will be given by Kevin Sweeney, RAB president. Joseph E. Baudino, Washington vice president of Westinghouse Broadcasting Co. and RAB board chairman, will give an RAB progress report. Four speakers are to give case histories of radio's successful selling of their products.

Government Reception Set

A government reception will be held at the Sheraton Hall exhibit room Wednesday evening, followed by the annual Radio Pioneers Dinner.

Thursday, the final day, will be devoted to television with a 10th anniversary theme. Mr. McCollough will deliver an introductory address. Dr. Allen B. DuMont, president of DuMont Labs and DuMont Tv Network, will speak on video's early years. A panel on management and growth will include Harold Hough, WBAP-TV Fort Worth, "The Pioneers' Problems"; Robert E. Kintner, ABC president, "The Business of Television," and John E. Fetzer, WKZO-TV Kalamazoo, Mich., retiring chairman of the NARTB Tv Code Review Board, "The Value of Ethics."

Winding up the morning session will be Sylvester L. Weaver, NBC president, speaking on "Tv Programming Evolution," and Dr. Frank Stanton, CBS president, on "The Role of the Industry in Our Society."

Mr. McCollough will preside at the luncheon, with the Rev. Dr. Norman Vincent Peale, pastor of Marble Collegiate Church, New York, as speaker.

The usual convention business session, at which resolutions are adopted, will wind up the luncheon.

Television Bureau of Advertising will have its program Thursday afternoon. Norman Cash, TvB director of station relations, will speak on "$400,000 to ?." Richard Moore, KTTV (TV) Los Angeles, has the topic, "The Bureau Is Yours." Mr. Moore is co-chairman of TvB. Oliver E. Treyz, TvB president, will speak on "Television—The Selling Machine."

Final program event of the week will be an NBC film titled "Strangers Into Customers," showing tv's power as an advertising medium. H. M. Beville Jr., NBC director of research and planning, will introduce the film.

Windup feature is the annual convention banquet, which will be preceded by a reception.

NARTB's Station Relations Dept., headed by William K. Treynor, will have a booth across from the main Shoreham registration desk to receive phone calls and messages and answer questions about tours of the city and local stations. He will operate relay stations outside the main ballroom in the Shoreham, where convention meetings will be held, and outside Sheraton Hall.

Arney in Charge

Directing general convention activities is C. E. Arney Jr., NARTB secretary-treasurer and general manager. He is aided by Barry Freer, exhibit manager, and Ella Nelson, administrative manager. Mr. Arney already is headquartered at Room F1018-20 in the Shoreham and can be reached from the NARTB switchboard. Mr. Freer is in Room F117. William Walker, NARTB auditor, will be in charge of the registration desk. Joseph Sitrick, manager of the News Dept., will be flanked by Fran Riley, editor; Sally Kean, news; LaRue M. Courson, production manager, and Don Frifield, promotion. The news groups will headquarter in F1010-1012 of the Shoreham.

A. Prose Walker, as NARTB Engineering Dept. manager, is directing plans for the Engineering Conference, with Ruth Brewer as administrative assistant.

The Special Projects Exhibit is a new convention feature. A preview for newsmen will be held Monday, May 23. Tuesday includes a reception for the engineering delegates. Wednesday, "Government Evening," will honor officials of government agencies, including members of the legislative, executive and judicial branches. Thursday evening will be centered around the annual pre-banquet reception.

The list of special projects exhibitors follows:

American Cancer Society Inc.; American Diabetes Assn.; American Hearing Society; American Heart Assn. Inc.; American National Red Cross; Arthritis & Rheumatism Foundation; Big Brothers of America Inc.; Boy Scouts of America; Boys' Clubs of America; Camp Fire Girls Inc.; CARE; Common Council for American Unity; Community Chests & Councils of America Inc.; Crusade for Freedom (American Heritage Foundation); Department of Defense; Engineering Manpower Commission; Federal Civil Defense Administration; 4-H Clubs; Forest Fire Prevention; Girl Scouts of the U. S. A.; Ground Observer Corps; Joint Committee on Educational Television; National Assn. for Mental Health Inc.; National Citizens Commission for the Public Schools; National Citizens Committee for Educational Television; National Conference of Christians & Jews; National Education Assn.; National Foundation for Infantile Paralysis; National Guard; National League for Nursing Inc.; National Safety Council; National Society for Crippled Children & Adults Inc.; National Society for the Prevention of Blindness; National Tuberculosis Assn.; President's Committee on Employment of the Physically Handicapped; Religion in American Life; Star Spangled Banner Flag House Assn. Inc.; United Cerebral Palsy; United Negro College Fund; United Service Organizations; U. S. Air Force; U. S. Army; U. S. Coast Guard; U. S. Committee for UN Day; U. S. Information Agency; U. S. Marine Corps; U. S. Navy; U. S. Savings Bonds Div., Treasury Department; YWCA.

Among public service organizations having displays in the Shoreham exhibit rooms will be the Army (Room F106), National Guard (F120), National Citizens' Committee for Educational Television (F110), Air Force Recruiting (E106), Navy Recruiting (E206) and U. S. Savings Bonds (F116).

The Divot-Diggers Get Their Chance Sunday

B•T will award silver trophies to the low gross and low net winners of the annual NARTB-B•T blind bogey golf tournament to be held Sunday, May 22, at the Goose Creek Country Club, Leesburg, Va.

Starting time is 8:30 a.m.; final tee-off time is 10:30.

Washington stations also are donating prizes: WRC-AM-TV an RCA portable radio; WWDC an Emerson portable; WTTG (TV) a 17-jewel Certina wristwatch; WTOP-TV a dozen golf balls; WGAY a golf bag; WMAL-AM-TV a golf jacket; American Airlines a martini mixer.

A bus will leave the Sheraton-Park Hotel at 8:45 a.m. for those needing a ride. Contact your nearest B•T office for further information.

THE B•T TROPHIES

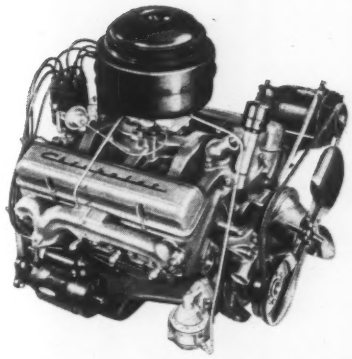
Pioneers' Yearly Dinner Set in Washington May 25

ANNUAL DINNER of Radio Pioneers, organization of veteran broadcasters, will be held May 25 at Washington's Hotel Shoreham. The banquet has been announced as "speakerless," but acceptance talks may be expected from the recipients of Radio Pioneer citations: Sylvester L. Weaver, NBC president; John J. Karol, CBS Radio vice president; Fred Allen and Jack Benny, and perhaps from Herbert Hoover, to

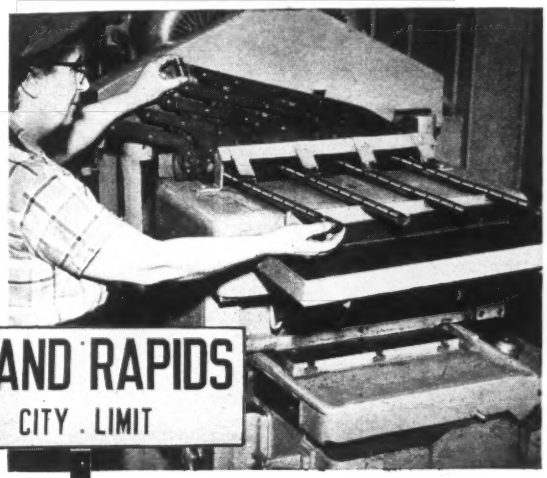
GM

DIESEL EQUIPMENT DIVISION

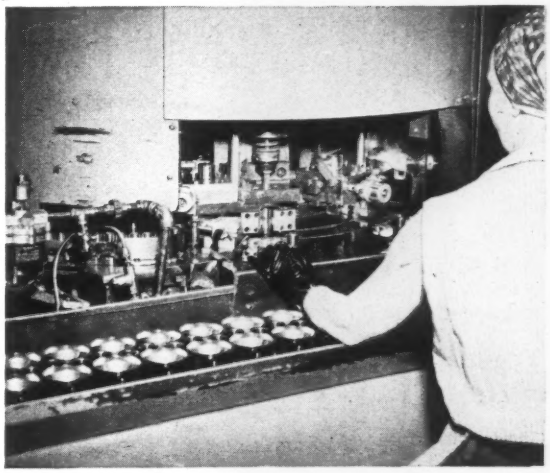
Made in Michigan ...to move the world



Family car — locomotive — jet plane . . . all rely on important precision parts created by the men and women who work at Grand Rapids' General Motors Diesel Equipment Division: Fuel nozzles for jet planes, unit fuel injectors for diesel engines, hydraulic valve lifters for GM cars. These products, and many others, are manufactured thousand-upon-thousand to keep a multitude of engines operating smoothly and surely . . . on land . . . on sea . . . in the air.



Operator inserts clip by machine which will hold hydraulic valve lifter assembly together as a unit.

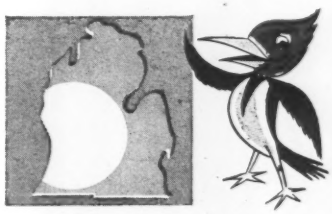


Boring the inside diameter of the hydraulic valve lifter body in preparation for a honing operation.

WOODland-TV is big territory!

GM's gigantic pace of progress in the precision parts industry is a stimulant to the Western Michigan area. Continuing growth and progress are prominent characteristics of the many successful industries which flourish in WOODland-TV. And big-time production throughout the area makes this a big-time market . . . always on the go to even greater capacity and achievements.

WOOD-TV's program of expansion is right in step with the thriving market it serves so well. First station in the country to deliver 316,000 watts from a tower 1000′ above average terrain, WOOD-TV gives you the primary trading center of Grand Rapids, plus important communities like Muskegon . . . Battle Creek . . . Lansing . . . and Kalamazoo. For top coverage of this rich, growing Western Michigan market, schedule WOOD-TV . . . Grand Rapids' *only* television station!



WOOD-TV

GRAND RAPIDS, MICHIGAN

GRANDWOOD BROADCASTING COMPANY • NBC, BASIC; ABC, CBS, DuMONT, SUPPLEMENTARY • ASSOCIATED WITH WFBM-AM AND TV, INDIANAPOLIS, IND. • WFDF, FLINT, MICH., WEOA, EVANSVILLE, IND. • WOOD-AM, WOOD-TV, REPRESENTED BY KATZ AGENCY

Newest, Most Modern Radio and Television Facilities in the South!

WFBC-TV proudly displays its brand new, functionally-designed station building on Rutherford Street in Greenville, South Carolina. This modern structure symbolizes the importance of WFBC-TV in the area it serves.

Already the dominant (VHF) station in a 69-county market in S. C., N. C., Ga. and Tenn., WFBC-TV now has the advantage of location in its new building with WFBC-AM and FM. Now more than ever, WFBC-TV, "The Giant of Southern Skies", can give you coverage of one of America's great markets in the Southeast. Ask us or WEED for rates, market data and assistance.

1204 Feet Above Average Terrain
100 KW (Maximum) Power

"The Giant of Southern Skies"

Represented Nationally by
WEED TELEVISION
CORPORATION

WFBC - RADIO (NBC Affiliate)
is represented
Nationally by AVERY-KNODEL

Channel 4
WFBC-TV
Greenville, S. C.

NBC NETWORK

whom a special citation will be presented. The Hall of Fame award this year goes to Joseph Henry, early American physicist, for whom the Henry unit of inductance was named.

Raymond F. Guy, NBC director of radio frequency engineering and senior Pioneer vice president, will preside at the dinner in the absence of President Arthur Church, now in Europe. Pioneer John Charles Thomas, now part owner of KAVR Apple Valley, Calif., will provide the musical part of the program.

Mr. Guy automatically becomes president of the Pioneers for the next year. Official nominees for other offices are: John F. Patt, president, WJR Detroit, senior vice president; Merle S. Jones, vice president in charge of CBS-owned tv stations, vice president; Lewis H. Avery, president, Avery-Knodel Inc., vice president; Carl Haverlin, BMI president, executive committeeman; William S. Hedges, NBC vice president, executive committeeman. Terms are two years, except senior vice president, one year.

Coulter Joins NARTB As Assistant to Meagher

THOMAS B. COULTER, news-public relations director of KYSM-AM-FM Mankato Minn., has joined NARTB as assistant to John F. Meagher, radio vice president. Mr. Meagher was KYSM general manager before accepting his NARTB post.

MR. COULTER

A graduate of U. of Minnesota with business administration degree, Mr. Coulter had managed WMMR, campus station, while an undergraduate. He was a second lieutenant in the Army, 1951-53, handling radio, tv and other media as a public information officer. In Japan he managed two commercial-type broadcast stations beaming stateside programs to American troops and civilians in the area, supervising a staff of 35 military and civilian personnel. The army awarded him a citation for his supervision of a $250,000 radio station project.

Uhf Broadcasters Group Plans Convention Eve Meet

THE Uhf Industry Coordinating Committee, formed to present the uhf telecasters' case to the Potter subcommittee last spring, will hold a meeting at the Willard Hotel in Washington May 22, on the eve of the NARTB convention.

In a letter to uhf broadcasters issued last week by Harold H. Thoms, chairman, and Fred Weber, vice chairman, the committee said it was important to develop a specific plan of action in the light of recent developments in the uhf field. It referred to such things as deintermixture, five-mile rule, subscription tv and the Senate tv investigation.

Among other items on a tentative agenda are (1) methods of relieving uhf broadcasters of "the heavy financial burden" of meeting equipment obligations, (2) reductions of vhf power, antennas and mileage separations and the use of directionals, (3) reduction of cable and microwave relay costs, (4) receiving set standardization and the elimination of cost differentials for all-band sets.

Mr. Thoms is the owner of ch. 62 WISE-TV Asheville, N. C.; Mr. Weber is vice president-general manager of ch. 46 WFPG-TV Atlantic City, which suspended last year.

*YOU MIGHT STEAL 4 BASES IN 1 INNING *—*

BUT . . . YOU NEED WKZO-TV TO DRIVE SALES HOME IN WESTERN MICHIGAN!

AMERICAN RESEARCH BUREAU FEBRUARY, 1955, REPORT GRAND RAPIDS-KALAMAZOO		
	Number of Quarter Hours With Higher Rating	
MONDAY THRU FRIDAY	WKZO-TV	Station B
7 a.m.—5 p.m.	52	44
5 p.m.—11 p.m.	69	27
Saturday & Sunday 10 a.m.—11 p.m.	87	53

NOTE: Survey based on sampling in the following proportions—Grand Rapids (45%), Kalamazoo (19%), Battle Creek (19%), Muskegon (17%).

WKZO-TV, Channel 3, is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. WKZO-TV telecasts with 100,000 watts from a 1000′ tower, serves over 540,000 television homes in 29 Western Michigan and Northern Indiana counties—*one of America's "top-25" TV markets!*

The February, 1955 American Research Bureau Report for Grand Rapids-Kalamazoo shows that WKZO-TV is the BIG favorite, *morning, afternoon and night!* Your Avery-Knodel man has all the facts.

(100,000 WATTS • CHANNEL 3 • 1000′ TOWER)

AM-TV-FM

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

WKZO-TV

OFFICIAL BASIC CBS FOR WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

** Josh Devore of the New York Giants set this record in a National League game on June 20, 1912.*

'RADIO GETS RESULTS' CONTEST WINNERS NAMED BY RAB IN THIRTEEN CATEGORIES

Radio Advertising Bureau's 1955 competiton shows the results wise timebuying can bring. Entries provide quantities of promotional material for broadcasters organization.

RESULTS of Radio Advertising Bureau's 1955 Radio Gets Results contest were announced last week, with first, second and third prize winners, plus an honorable mention, chosen in each of 13 categories.

RAB sends certificates of merit to all contestants. From RAB's point of view, the contest accomplishes a dual purpose. It supplies the promotional organization with quantities of material for further promotional purposes and at the same time offers the station and its clients national recognition and prestige in the radio industry.

A glance at the prize-winning success stories announced last week shows that businessmen in little towns and big cities with tight budgets or advertising dollars unlimited have made profitable investments in buying radio time. In many instances, radio surprised the advertiser by producing results far beyond his expectations.

"Never have we had results like this from any other advertising." That was the comment made by Millard Smith, owner of Standard Radio & Record Co., Seattle, on his store's campaign on KXA Seattle which took first prize in the specialized services classification. Of the $5,000 that Standard spends annually in advertising, 75% goes into radio with the intention of outselling heavy competition in the Seattle market. Mr. Smith uses a minimum schedule of four one-minute spots daily on KXA seven days a week throughout the year. The spots are broadcast during the day when music is the featured programming. Using this format, Mr. Smith's business during 1954 enjoyed a sales increase of 39% despite the fact that the major record companies lowered prices of their records by the same percentage. As a result of the 1954 increase, Standard plans to increase its radio budget by one-third.

After giving direct mail a try in promoting Visco-Wipe Tea Towels, a new product made of rayon viscose cloth used previously for cleaning optical and precision instruments, John W. Black of Pittsburgh, who discovered the new use for the cloth, bought a spot schedule on KDKA there. Mr. Black's success in the use of the medium won a first prize in the miscellaneous category.

In the mail promotion, 70,000 homes in the area received product samples. Only 5,000 orders were placed and they drifted in over a prolonged period. When Mr. Black turned to radio, he bought a $100 per week announcement schedule. Sales immediately picked up. After two months in radio, 120,000 towels had been sold to the tune of $40,000. Mr. Black's entire operation expanded. The two mills supplying the towels added 16 employes. The radio budget was ultimately increased to $750 weekly on KDKA and $1,000 monthly on 27 radio outlets in different markets. "I went into this with the idea that it was a gamble," Mr. Black recalls. "So far as I am concerned now, gambling on radio is pretty nearly betting on a sure thing."

WCAU Philadelphia earned a first prize in the grocery products division with a story on B. E. Glick & Sons, Corning, Calif., a small olive and olive oil packager. The company's campaign on WCAU was designed to promote ripe olives as an everyday food. The $200 per week schedule was placed on John Trent's *Housewives Protective League* shows, airing two spots from 4:30-4:55 p.m. and one from 10:30-11 p.m. weekly, alternating the following week with one afternoon and two evening spots, all Monday through Friday. As a result, Glick's ripe olives are now the top seller in the Philadelphia market, despite competition from nationally advertised brands.

An increase in deposits by 10% the first year, 21% the second year, 23% the third year and 24% the fourth year has been attributed by Shelby Street Federal Savings & Loan Assn., Indianapolis, an RAB first prize winner in the financial category. In 1951, the association signed for a campaign on WFBM which amounted to a $6,000 annual expenditure. Since that time, when savings deposits were at a $325,000 level, the association has reached the $1.5 million class. It has more than doubled its office space and number of employes. When the original radio schedule was purchased it provided for six weekly announcements. The firm now uses 20 one-minute and 20-second spots each week.

In the furniture classification, RAB's first prize went to WROW Albany for a campaign

Peg of your heart

Almost ever since the day WNCT went on the air, Peggy Kyle has been winning the hearts of Carolina hausfrauen and participating sponsors alike.

Produced in WNCT's completely equipped modern studio kitchen, Peggy Kyle's cooking show has an enviable record of contract renewals. Cost? About $1.00 per 1,000 viewers! Get the Peggy Kyle story now from Pearson, Ayers, or direct from "Hart" Campbell.

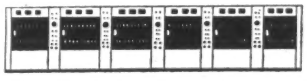
PRIMARY CBS AFFILIATE **WNCT** Greenville ★ N. C. channel 9

100,000 watts full time
A. Hartwell Campbell, Gen. Mgr.
JOHN E. PEARSON CO., NAT'L. REP. ● JAMES S. AYERS, S.E. REP., ATLANTA

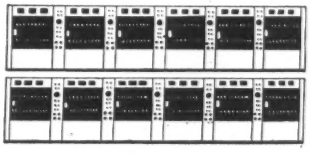
WMBV-TV

Biggest, Most Powerful TV in Green Bay Packerland!

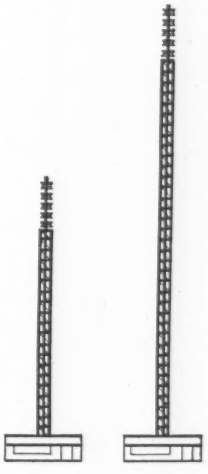
OVER TWICE THE POWER



WAS 110,000 WATTS



NOW 240,000 WATTS



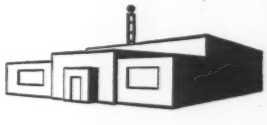
50% MORE TOWER

WAS 583 FEET

NOW 825 FEET

TWICE

THE STUDIO FACILITIES



COMPLETE **Studios and Offices in** GREEN BAY and MARINETTE

NBC AFFILIATE

WMBV-TV CHANNEL 11

CHERRY & MASON STS., GREEN BAY, WIS.
RADIO-TELEVISION PARK, MARINETTE, WIS.

Represented Nationally by
VENARD, RINTOUL & McCONNELL

placed by Standard Furniture Co. of that city. "It cannot be claimed as a mere coincidence that as our radio budget has expanded so has our business," according to Chester L. Fienberg, general manager of the company, which operates retail outlets in four cities within the WROW coverage area. It is significant that three highly competitive furniture chains operate in the same market, Mr. Fienberg pointed out. In 1954, Standard spent about $20,000 on an average of 90 radio announcements a week. Since the company went on the air in 1947 it has been a steady advertiser. Since then, too, the company has grown out of its one store into a four-store operation. It is currently the second largest furniture operation in its own market and one of the largest in the state outside of the New York metropolitan area. Mr. Fienberg says that radio has produced as many as 8,000 persons for special sales events, and that "we believe the most effective advertising we can do in radio is spot advertising with a saturation schedule. We believe that such a schedule will produce more customers for less cost per dollar than any other media which can be used to produce large volume."

George T. McLean Industries, Portsmouth, Va., allotted $6,000 for advertising to sell 79 houses priced at $8,500 each. More than half the amount went into a 17-week campaign on WAVY Norfolk, an RAB first prize winner for submitting the McLean story in the household materials and supplies category. The advertiser gives radio credit for directly selling 25 houses for a total of $212,500. The radio campaign cost the advertiser $3,366. Said Richard J. Davis of McLean Industries: "I appreciate your suggesting radio advertising to us and notice that since you did, other builders and real estate developers are hopping on the bandwagon. . . . Just as soon as we get started on other housing developments which we plan, we promise to return to WAVY."

WWDC Washington earned an award in amusements for its story on Super Music Enterprises, Washington, chain of record stores which had its origin 14 years ago as a sideline in a drug store owned by Irving and Israel Feld. As a means of stimulating business the Feld brothers bought $15 worth of records and played them near the lunch counter. The following year they bought a 20-minute segment of a disc jockey show every week for $75 on WWDC. Today Super Music, which spends about two-thirds of its advertising budget on radio, has a schedule on WWDC which includes eight hours weekly of disc jockey programming Monday through Friday, a two and a half hour show on Saturday, two Negro spiritual broadcasts on Sunday as well as another hour-long record show, and 72 spots a week. Radio is credited with promoting Super Music into a $2 million annual operation.

Cy Jacobs, owner of Cy's Campus Sport Shop, Pullman, Wash., has been on KOFE in that city since he took over the store in February 1954. His experiences with radio advertising merited an award for the station in the apparel classification. Mr. Jacobs' radio use, aimed at Washington State College and U. of Idaho students, involves spots on record shows to coincide with special promotions. In two specific cases, KOFE has carried 95% of the apparel advertising. The first such campaign was for Angeles Peggers, men's denim slacks priced at $4.94, and it sold 1,200 pairs in 11 months, starting a campus craze. Ninety-five per cent of all advertising for a Lancer sport shirt also was carried by KOFE and about 500 of them have been sold in 11 months—as many as 40 in two hours with only one salesman to handle the customers.

$1 of $5 on WDZ

Linn & Scruggs Department Store, Decatur, Ill., spend $1 out of every $5 on WDZ Decatur, an RAB prize winner for the store's story. The store is in its fifth year of sponsorship of *Something to Talk About,* a homemaking quarter-hour Monday through Friday. General results run something like this: two radio mentions, with no other advertising, sold five gross of imported straw handbags at $1 each; in one day, four dozen handmade shirts were sold after one mention and no other promotion; a single mention sold 30 out of a stock of 36 "grease monkey" suits.

An original musical jingle with a transcribed minute sales message aired nine times daily on WEMP Milwaukee makes up the radio schedule of Gardner Buick of that city, which won the station an RAB first prize in the automotive field and is credited with selling more than 300 cars a month. This campaign accounts for 75% of the company's advertising. Saturation radio of this kind has been used by the firm since January 1954 when it was only a year old. At the end of its first three months on radio, Gardner was the biggest Buick dealer in Wisconsin and it has maintained that position for more than a year.

Basis of a radio schedule used by Zink's Super Market, Salem, Ind., is a 15-minute show Monday through Saturday which features a quartet singing musical favorites along with a local giveaway segment. The show is heard

Obviously OUTSTANDING

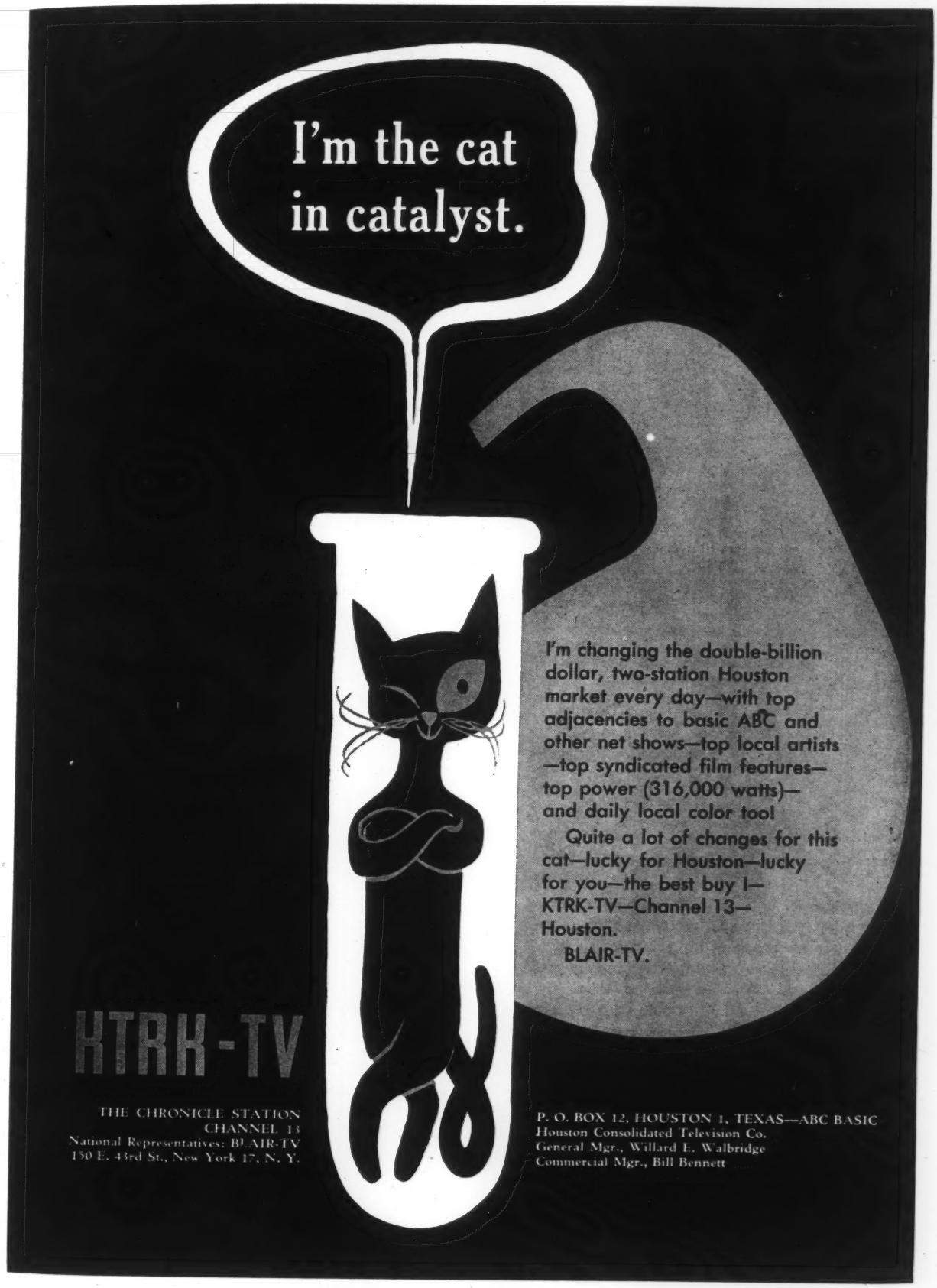
MORE LISTENERS THAN THE NEXT THREE PEORIA RADIO STATIONS COMBINED*!

See Free & Peters

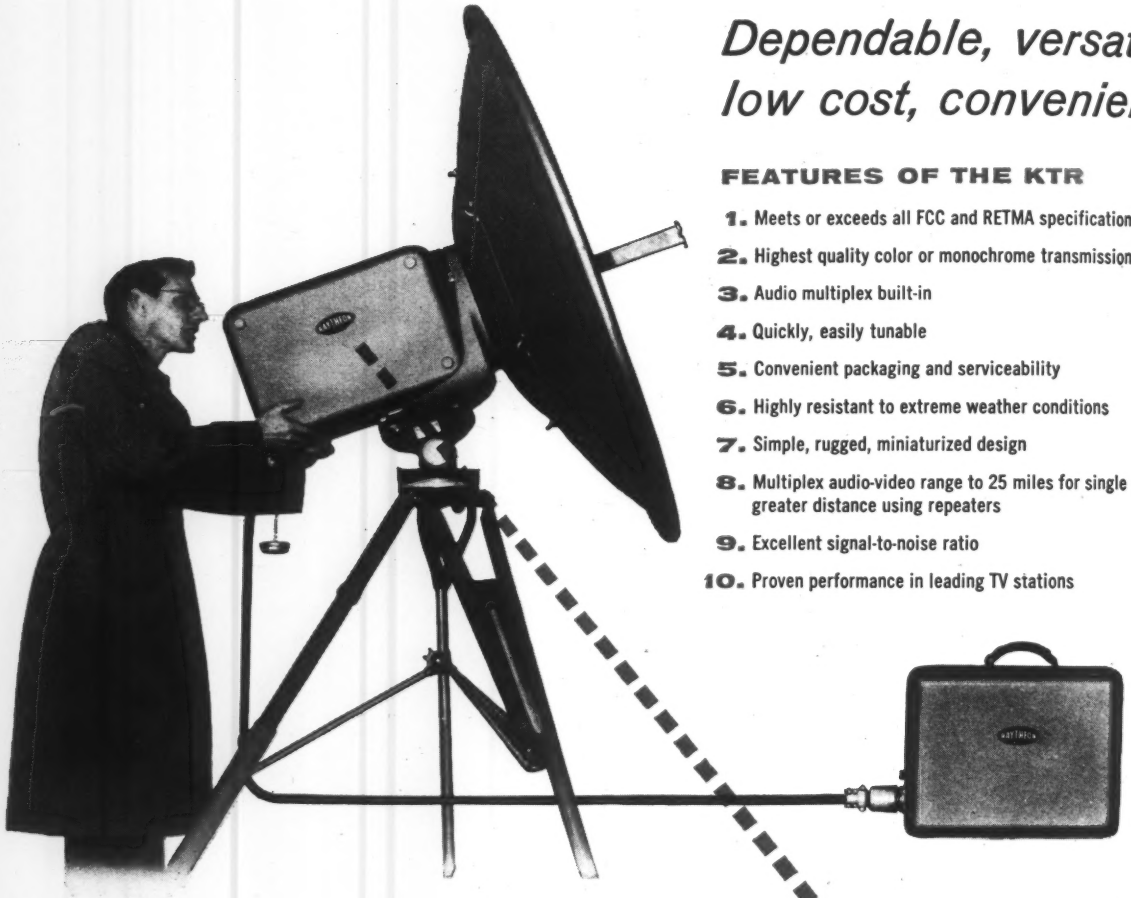
AM WMBD FM
FIRST in the Heart of Illinois

* PULSE 1954 HOOPER 1955

PEORIA
CBS Radio Network
5000 Watts


I'm the cat in catalyst.
I'm changing the double-billion dollar, two-station Houston market every day—with top adjacencies to basic ABC and other net shows—top local artists—top syndicated film features—top power (316,000 watts)—and daily local color too!
Quite a lot of changes for this cat—lucky for Houston—lucky for you—the best buy I—KTRK-TV—Channel 13—Houston.
BLAIR-TV.
KTRK-TV
THE CHRONICLE STATION
CHANNEL 13
National Representatives: BLAIR-TV
150 E. 43rd St., New York 17, N. Y.
P. O. BOX 12, HOUSTON 1, TEXAS—ABC BASIC
Houston Consolidated Television Co.
General Mgr., Willard E. Walbridge
Commercial Mgr., Bill Bennett

NEW – RAYTHEON



Dependable, versatile, low cost, convenient

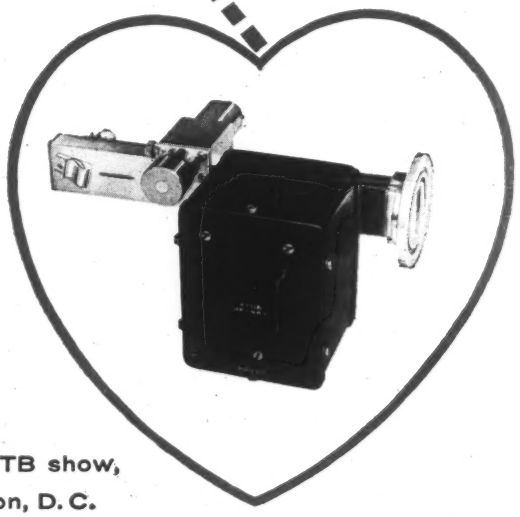
FEATURES OF THE KTR

1. Meets or exceeds all FCC and RETMA specifications
2. Highest quality color or monochrome transmission
3. Audio multiplex built-in
4. Quickly, easily tunable
5. Convenient packaging and serviceability
6. Highly resistant to extreme weather conditions
7. Simple, rugged, miniaturized design
8. Multiplex audio-video range to 25 miles for single hops; greater distance using repeaters
9. Excellent signal-to-noise ratio
10. Proven performance in leading TV stations

"HEART" OF THE KTR

Within the transmitter RF head are located a tunable reference cavity, wave guide, antenna feed and a klystron in a thermostatically controlled oven. The tunable reference cavity is accurate to ±½mc over an ambient temperature range of −30° to +50°C. The klystron is rugged, reliable and built for exceptionally long life.

This "heart" of the Raytheon KTR typifies the simplicity, dependability and versatility of these microwave links—designed to offer broadcasters outstanding service at lowest cost.



See Raytheon's exhibit at booth 31, NARTB show, May 22-27, Shoreham Hotel, Washington, D. C.

Produced by the world's leading maker

TV MICROWAVE LINKS

First link for the 13,000Mc Band, video and audio

KTR-100 F

Here is the long-awaited link for the uncrowded 13,000mc band. Ideal for transmitting high quality signals over relatively short distance, this equipment can be used for remotes or as a STL. Exclusive frequency assignments have been available in the 13,000mc band and all that has been lacking was the equipment. NOW—Raytheon supplies the missing link.

First and only link for field-sequential color

Available at 6,000, 7,000 and 13,000mc bands.

KTR-100 B

This important new unit provides the ultimate in versatility. It may be used for high quality transmission of G.E.—C.B.S. field sequential color signals, with the compatible color system, and with monochrome by merely turning a switch.

New link for common carrier band, video and audio

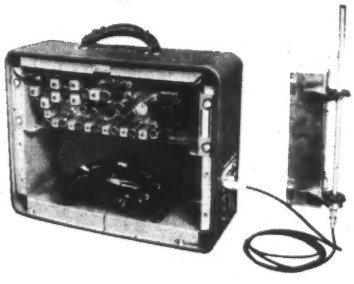
KTR-100 E
(6,000mc band)

Another new link in this famous series is the KTR-100E. Designed for use in the 6,000mc band it offers the quality of performance telecasters have come to expect from Raytheon... another instance of Excellence in Electronics.

Time proven for color and monochrome, video and audio

KTR-100 A
(7,000mc band)

In use by leading television stations (names on request) across the nation, the KTR-100A has proven itself in thousands of operating hours in a variety of intallations of all kinds. Famous for reliability and flexibility, this outstanding unit has an enviable reputation for low initial, maintenance and operating costs.



Cuelink model ACL-3

This 26mc narrow band FM radio communications system provides audio-cuing for lining up microwave installations and for permanent two-way voice communication between broadcast or microwave sites. Furnished with hand sets and antennas. Packaged for portable or rack mounting.

RAYTHEON MANUFACTURING COMPANY

Equipment Marketing Division

WALTHAM 54, MASSACHUSETTS

RAYTHEON

Excellence in Electronics

# of MICROWAVE EQUIPMENT

on WSLM Salem, which won the RAB award in the grocery story field with the Zink story. The show represents two-thirds of the client's $7,000 annual advertising budget. As a test case, Zink recently ran a Saturday radio special on potatoes and picnic hams. Within two hours, two dozen hams had been sold. Sale of 50 bushels of potatoes was recorded four hours after the broadcast.

In the appliance category, WJTN Jamestown, N. Y., took first prize for its story on Caprino Television & Appliance Co. In the fall of 1954 the client started buying saturation spot announcements at the rate of 50 per week as well as partial sponsorship of network college football games. WJTN reports that since that time the theme of the campaign—"Go, Go, Go See Joe"—has become a community slogan. Caprino now sells more Sylvania tv sets than any other dealer in southwestern New York and in the same area it is the largest volume appliance oulet. The 50 weekly spots, which account for 65% of the company's entire advertising budget, have been so successful, according to Joe Caprino, owner of the company, that when his brother opened a barber shop he used the radio theme "Go, Go, Go See Joe's Brother."

A regular radio user, Cohen's Drug Store, Charleston, W. Va., a chain of 16 stores, supplemented its regular broadcast schedule with additional spot announcements on WCHS Charleston for a special pre-Christmas campaign. The extra effort included 67 chainbreaks Nov. 7 through Dec. 23 in addition to the company's 11 five-minute newscasts Monday through Friday plus one on Sunday. Two weeks after the start of the intensified campaign the schedule was expanded again with 40 more spots. The total radio expenditures was $2,700, which sold $170,000 worth of toys for the drug firm. As a result of the Christmas campaign, the firm bought 10,000 spots on 52-week contracts on four stations outside the WCHS primary coverage area. Its tv advertising has been either reduced or cancelled.

Second-prize winners:

Apparel: Rusoffs of Philadelphia, WPEN Philadelphia; appliances: Fleck's Tv, WIP Philadelphia; amusements: Pennsylvania Cinerama Corp., WCAU Philadelphia; automotive: Cherner Motor Co., WWDC Washington; department, dry goods and variety stores: Bigelow's Department Store, WJTN Jamestown, N. Y.; drug stores and products: Abraham's, WJOY Burlington, Vt.; furniture and floor covering dealers: Hollywood Furniture Co., KEX Portland, Ore.; financial: First National Bank of Jamestown, WJTN Jamestown, N. Y.; grocery stores: Clark's Grocery, KOFE Pullman, Wash.; grocery products: Amrhein's Bakery, WDZ Decatur, Ill.; housing materials and supplies: Banner Lumber Co., WEMP Milwaukee, Wis.; specialized services: Sta-Nu Corp., WWDC Washington; miscellaneous: International Oil Co., WEMP Milwaukee.

Third-prize winners:

Apparel: The Arrow Store, WIP Philadelphia; appliances: Central States Gas Co., KSUM Fairmont, Minn.; amusements: Cordova Theatre, KOFE Pullman, Wash.; automotive: Doherty Bros., KCBS San Francisco, Calif.; department, dry goods and variety stores: Koenig's Variety Store, KSUM Fairmont, Minn.; drug stores and products: Mark-

JOE CAPRINO (l), owner of Caprino's Television & Appliance Co., Jamestown, N. Y., hears of his RAB award from Si Goldman, president of radio stations WJTN-AM-FM Jamestown.

ham Drug Co., WFNC Fayetteville, N. C.; furniture and floor covering dealers: Lawrence Furniture Co., WMSC Columbia, S. C.; financial: Wells Fargo Bank, KCBS San Francisco; grocery stores: Lewis Jones Food Market, WDAK Columbus, Ga.; grocery products: Sterling Paper & Pulp Co., WEMP Milwaukee, Wis.; housing materials and supplies: Associated Products Corp., KBIG Santa Catalina, Calif.; specialized services: Pennsylvania Nurserymen's Assoc., WCAU Philadelphia; miscellaneous: The Trewax Co., KBIG Santa Catalina, Calif.

Honorable mentions:

The Elephant's Trunk, WFNC Fayetteville, N. C.; Eastern Wholesalers, WITH Baltimore;

SIGMA DELTA CHI AWARD FOR DISTINGUISHED SERVICE IN THE FIELD OF JOURNALISM TO

SPENCER ALLEN, News Director of WGN, Inc.

Award for distinguished service in the field of TELEVISION REPORTING.

The Award was based on WGN-TV's *emergency* coverage of the October, 1954 Chicago flood—one of the many EXCLUSIVE television news stories seen on WGN-TV.*

In the words of the Judges: "The ingenuity, perseverance and organization involved is an exemplary example of how television may serve the public."

* **Top News Programs Currently Available on WGN-TV**

10:55 A.M. News—Monday thru Friday
Chicagoland Newsreel—6:45-7:00 P. M. Tuesday & Thursday
Late News with Leslie Nichols—following WGN-TV high rated feature films—Sunday thru Friday

CHICAGO'S TOP TELEVISION STATION

441 N. Michigan Avenue
Chicago 11
Illinois

WGN-TV
Chicago 9

SPONSORS WARM TO AP
Because . . . it's better
and it's better known.

"Plane Down.....

On my way to find it."

Case History No. 8

Jason Pate, General Manager of WASA, Havre de Grace, Maryland, had just finished a sandwich at his desk when the call came shortly after 1 p.m.

A plane had crashed near town—no details.

Pate yelled to News Director Bob Gray to get ready with the portable transmitter. Then he called The AP bureau in Baltimore.

"Plane down," he reported. "On my way to find it."

By 1:25 p.m., WASA had aired the first spot broadcast that a plane, apparently blinded by ground fog, had crashed into the Susquehanna River just off Havre de Grace.

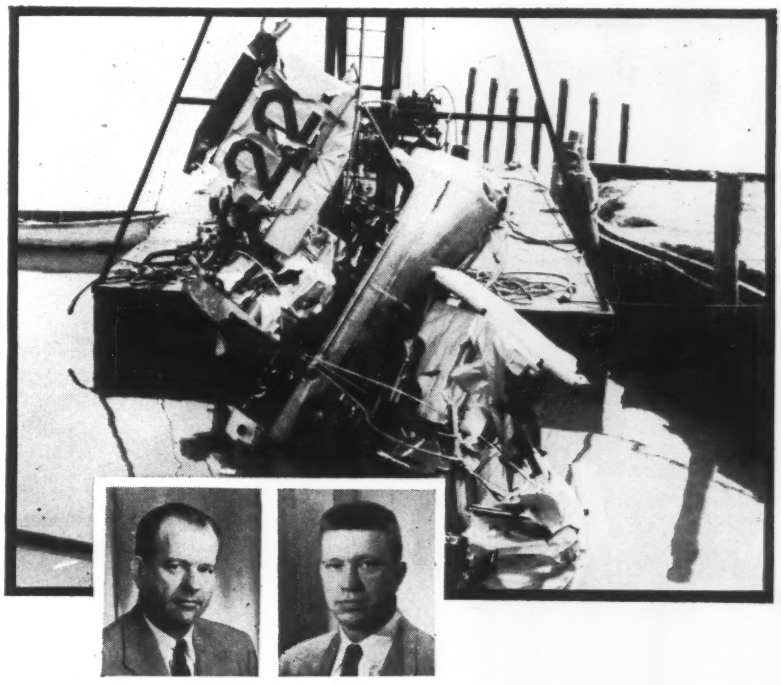
Twenty minutes later, searchers made their first find. Pate hurried to the nearest telephone.

"They've found a C.A.P. cap floating in the river, and several tickets to an air show we had up here," he told The AP. "It could be the C.A.P. plane that was searching for another plane that disappeared yesterday."

Small boats dragged the river for hours. The light was beginning to fade when one of the craft dragging the bottom hooked the wreckage.

Pate called The AP while Gray kept WASA's listeners informed.

A crane hauled the twisted mass near the surface but was unable to hoist it clear of the water. Even so, two persons could be seen strapped in the open cockpits of the two-seater. The victims were identified tentatively by C.A.P. personnel.



Jason C. Pate

Robert Gray

Pate called The AP, and Gray broadcast another bulletin.

Then, a floating derrick lifted the craft from the water, and positive identification was made.

By 6 p.m., WASA had the story wrapped up for its listeners and, through The AP, in the hands of every other AP member in the area.

Jason Pate and Bob Gray are two of the many thousands of active newsmen who make The AP better... and better known.

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—

Those who know famous brands...know the most famous name in news is AP

AT LAST!

A commercial, public service, award-winning program which will add prestige and profits to every station and sponsor

SCIENCE

EXCITING!

ENTERTAINING!

✓ **AWARDS** — *"For demonstrating an ideal situation between public service and commercial sponsorship."*

✓ **FAVORITE** *local television program, for five successive years.*

Ideal program—

for hard-to-suit prospects like banks, public utilities and institutional advertisers.

A proved success—

continuously sponsored for the past 5 years in San Francisco by the American Trust Company.

IN ACTION

INFORMATIVE!

POPULAR!

tpa sales builder

Produced in association with the famed California Academy of Sciences, "Science in Action" is a program which wins unanimously enthusiastic endorsement of viewers, educational groups, stations and sponsors.

It boasts an eye-popping rating history—as well as a most impressive collection of awards and citations. It's a tremendous asset for any station, any sponsor, anywhere.

Call, write or wire for full details.

✓ **OUTSTANDING** *guests on each program; leaders in science, industry and government—including five Nobel Prize Winners.*

tpa *Television Programs of America, Inc.*

477 Madison Avenue, New York 22, N. Y.

Orpheum Theatre, KCBS San Francisco; El Bauer Chevrolet Co., WDZ Decatur, Ill.; Green-Gifford, WAVY Norfolk, Va.; Lariche Oldsmobile, WGAR Cleveland; W. T. Grant Co., WJTN Jamestown, N. Y.; Baileys, WIP Philadelphia; Farmers Building & Loan Assoc., WCHS Charleston, W. Va.; Blum's, KCBS San Francisco; Sturdy Dog Food Co., KBIG Santa Catalina; 7-Up Bottling Co., WROW Albany; Grayce Farms Dairy Inc., WARM Scranton; Trim Foods Inc., WIP Philadelphia; Brightwell Construction Co., WDVA Danville, Va.; Wiles-Morrison Co., WSAZ Huntington, W. Va.; Howard Stenger, optometrist, KEX Portland, Ore.; Club Hangover, KCBS San Francisco; Fayetteville Baby Laundry, WFNC Fayetteville, N. C.; Four Seasons Travel Service Inc., WTAG Worcester, Mass.; Slenderella International, KCBS San Francisco.

FLANAGAN TO LEAVE SRA DIRECTORSHIP

THOMAS F. FLANAGAN, managing director of Station Representatives Assn. for the past seven years, plans to retire from active direction of the organization's national spot work within the next few months.

His retirement plans, motivated by his desire to devote part of his time to personal business interests, are being announced today (Monday) by Adam J. Young Jr., of Adam J. Young Jr. Inc., president of SRA. Mr. Flanagan's successor as managing director has not been designated, but Mr. Young said he hoped to announce one in the near future.

Although relinquishing the managing directorship, Mr. Flanagan will continue to work with SRA on a long-term, active consulting basis. He will have offices at SRA's New York headquarters and will carry out special assignments for the association, according to Mr. Young.

MR. FLANAGAN

SRA has carried out a wide assortment of projects under Mr. Flanagan's direction. It has been especially active in combating what it regards as network encroachments on the spot advertising field, including network "quickie" announcements and the various multiple-message plans. It set up and obtained wide compliance with the eight-second minimum standard on radio announcements and similarly put across standards for shared ID's in television.

It established the Crusade for Spot Radio, which operated for two years for the promotion of spot radio as a sales tool, and it stimulated the formation of the Television Bureau of Advertising. It also conducted regular studies, for the use of members' salesmen, of advertising in such major fields as cigarettes, beer and automobiles.

In addition to his active role in these functions and other informational services furnished by SRA to its members and trade newsmen, Mr. Flanagan makes frequent speeches on behalf of the organization and for spot radio generally before broadcasters, advertising and similar groups throughout the U. S.

AWRT BACKS APPEAL FOR INDUSTRY HELP

AMERICAN Women in Radio & Television Inc. elected five directors-at-large at the close of its fourth annual convention in Chicago's Drake Hotel May 8 (Sunday). Jane Dalton, WSPA Spartanburg, S. C., starts her second year as national president and other officers also remain in office.

The new directors-at-large, who represent the only election held during the convention, are Montez Tjaden, KOMA and KWTV (TV) Oklahoma City; Heloise Parker Broeg, WEEI Boston; Lillian Lang, BBC New York; Hilda Ballestro, Evaporated Milk Assn., Chicago, and Lorane Cooley, California Foods Research Institute, San Francisco. Growth of membership from 358 in 1951 to the present total of 1,072 was reported during the closing business meeting.

The AWRT also adopted a resolution designed to keep members "better abreast of developments within the broadcasting industry," as urgently suggested by NARTB President Harold E. Fellows in his address to AWRT May 6. Text of the resolution follows:

"Whereas it is a basic responsibility of this organization to concern itself with the preservation of the American System of Broadcasting as we know it now and have contributed to its development;

"Be it therefore resolved that we appoint an Industry Information Committee of not more than seven or less than five members to further cooperate with ownership and management for the purpose of gathering and disseminating information which would contribute to the preservation and the progress of this American free

HERE'S A MARKET

52% ABOVE U. S. AVERAGE!

From their farms alone, each Kansas farm family wound up the year with $8,830 in the bank—**after taxes!** That's 52% **above** the national average!*

What's more, WIBW delivers this entire market—all tied up in a single package. Year in and year out, every Whan survey consistently shows that these big-income farmers listen **more** to WIBW than any other radio station.

We've got the listeners. They've got the cash. Give us the word and we'll give you the sales.

* Consumer Markets, 1955.

TOPEKA, KANSAS

Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV
in Topeka
KCKN in Kansas City
Rep: Capper Publications, Inc.

WWTV...NOW on its new tower

1282 FEET HIGH

2,985 FT. ABOVE SEA LEVEL

The TALLEST TOWER IN MICHIGAN!*

DOMINATING

42 MICHIGAN COUNTIES

POPULATION - 1,338,525 HOMES - 397,696

WITH

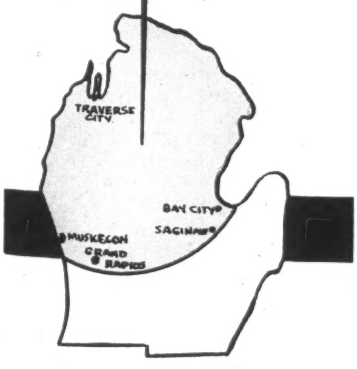
$1,475,284,500 in RETAIL SALES

288,000 SETS

SOURCE - CONSUMERS MARKET • SETS - RETMA, DEC. 1954

CALL YOUR **WEED** MAN **NOW**... FOR THE FACTS ON

The "BIG SELL" IN MICHIGAN!



WWTV

ABC CBS DUMONT

Sparton Broadcasting Company

VHF Channel 13 From Cadillac

REPRESENTED NATIONALLY BY WEED TELEVISION

*THE SECOND TALLEST TOWER IN THE WORLD

enterprise system of broadcasting in the public interest."

A spirited panel discussion on ratings commanded widespread interest at the AWRT convention, led by Raymond E. Nelson, national spot sales director of Television Bureau of Advertising, and Hugh Beville, NBC research and planning director. Mr. Nelson cited ratings evaluation as "the chief problem area of national spot" [AT DEADLINE, May 9]. Generally, the panel seemed to agree that ratings are "not the real payoff."

Mr. Beville felt lack of understanding and knowledge of ratings handicaps their use. He urged delegates not to "fight ratings" but to "gain a better understanding of them," particularly with respect to trends and audience characteristics.

Herbert Evans, vice president, Peoples Broadcasting Co., Columbus, Ohio, noted that national advertisers buy women's shows, attesting to their sales ability. He suggested more emphasis on community programming and service.

CLOSE of fourth annual convention of American Women in Radio & Television brought together five new directors-at-large elected at the organization's business meeting. L. to r: Montez Tjaden, KOMA-KWTV (TV) Oklahoma City; Lillian Lang, BBC New York; Heloise Parker Broeg, WEEI Boston; Hilda Ballestro, Evaporated Milk Assn., Chicago, and Lorane Cooley, representing the California Foods Research Institute, San Francisco.

Following NARTB President Harold E. Fellows' talk [B•T, May 9], Bea Adams, Gardner Adv. Co., spoke at a general session on "What's Your Hurry?"

The value of public relations and publicity releases was debated at a May 7 morning session under Mrs. L. S. Schwartz, The Advertising Council, including as participants Edythe Fern Melrose, WXYZ-AM-TV Detroit; Spencer Allen, WGN-AM-TV Chicago; Alice Wayman, WFBC Greenville, S. C.; Charles A. Miller, WMBD Peoria, Ill., and James Scanlon, Robinson-Hannagan Assoc.

A session on the daytime audience was spearheaded by Maurice B. Mitchell, Encyclopedia Britannica Films Inc., who spoke out against too much variety in those women's shows as a substitute for ability. He scored the "buckshot format," claiming it is utilized by most women commentators. Mary Merryfield, WMAQ Chicago, strongly disagreed with Mr. Mitchell's views. P. A. Sugg, WKY Oklahoma City, argued strongly for "companionship" programming, with audience built on loyal listenership. Other panelists included Myrtle Labbitt, CKLW Windsor (Detroit), and Josephine McCarthy, WRCA-TV New York.

Sessions on women - behind - the - broadcast - scenes and educational tv programming completed the AWRT's regular convention agenda, followed with a reception by the Coca-Cola Co. and the *McCall's* magazine awards banquet [B•T, Dec. 27, 1954]. A Sunday session was devoted to organization business.

ATAS Re-elects Don Defore, Names Officers, Directors

DON DeFORE, who portrays "Thorny" on ABC-TV *Adventures of Ozzie and Harriet*, last week was re-elected president of the Academy of Television Arts & Sciences. Other officers for the 1955-56 term are: Johnny Mercer, featured on upcoming NBC-TV *Musical Chairs*, first vice president; Robert Longenecker, head of Robert Longenecker Agency, second vice

WOC-TV

Builds Telecasts that Build Sales

WOC-TV Channel 6
Davenport, Iowa
Free & Peters, Inc.
Exclusive National Representatives

1st WOC-TV builds sales because this station has accumulated 5 years "know-how" in programming for viewers of the Quint-Cities area. From October 31, 1949 until "live" network became available in Davenport, September 30, 1950, WOC-TV produced most of its own programs. This 11 months experience is paying off BIG today with the station producing 75 to 80 "live" local telecasts each week—the type of telecasts that have SPONSOR appeal because they have AUDIENCE appeal. And this excellent local fare is augmented with a complete booking of NBC-TV programs.

2nd WOC-TV builds sales because this station, operating on Channel 6, telecasts with MAXIMUM power (100,000 watts video) from a NEW 625-foot tower. Its "good picture" coverage encompasses 39 Iowa and Illinois counties—39 counties that have tremendous buying power and the will to use it. . . .

Population	1,543,700
Families	477,910
TV Homes—1/1/55	295,156
Effective Buying Income	$2,455,549,000
Per Capita	$1,590
Per Family	$5,565
Retail Sales	$1,859,761,000

It's "know-how" and "power" that does it—the "know-how" to stimulate the buying urge of people in the Quint-Cities area—the "power" to take this "know-how" into the TV set-owner's home. Let WOC-TV show you that this "know-how" and "power" can write a successful sales story for your product or services. Your nearest F & P office has the facts—or write us direct.

Col. B. J. Palmer, president • Ernest C. Sanders, resident manager

BETTENDORF AND DAVENPORT IN IOWA
ROCK ISLAND, MOLINE AND EAST MOLINE IN ILLINOIS

The QUINT CITIES

WOC-TV AM FM

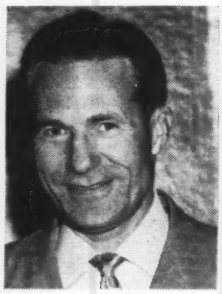
STEINMAN STATIONS
top management
and engineering executives
both chose
Stainless
for their 480-foot
mountaintop tower
WGAL-TV
LANCASTER, PENNA.
NBC • CBS • DuMont
Stainless, inc.
North Wales, Pennsylvania
Clair McCollough
President
WGAL-TV
J. E. Mathiot
Technical Director
WGAL-TV

president; Hal Hudson, general manager of CBS-TV Hollywood program department, secretary, and Hal Roach Jr., president of Hal Roach Studios, treasurer.

Under new ATAS by-laws adopted in 1954, a 20-man board of governors is required with two representatives from each of 10 membership categories. ATAS officers are elected by the board of governors from within that group. New board members are: (actors and actresses) Dr. Frank C. Baxter, CBS-TV *Now and Then,* and Mr. DeFore; (art directors) Ralph Berger, Desilu Productions, and William Smith, NBC-TV *Lux Video Theatre;* (cameramen) Hal Mohr, McCadden Corp., and Norbert Brodine, NBC-TV *Loretta Young Show;* (directors) Sheldon Leonard, ABC-TV *Make Room for Daddy,* and Ozzie Nelson, ABC-TV *Adventures of Ozzie and Harriet;* (engineers) Loren L. Ryder, tv research engineer, Paramount Pictures, and Les Bowman, director of physical and technical operations, CBS-TV Hollywood; (executives) Messrs. Longenecker and Hudson; (film editors) George Amy, CBS-TV *Schlitz Playhouse of Stars,* and Gerard Wilson, CBS-TV *Line-Up;* (musicians) Mr. Mercer and Bob Crosby, star of CBS-TV *Bob Crosby Show;* (producers) Mr. Roach and Tom Lewis, NBC-TV *Loretta Young Show;* (writers) Jess Oppenheimer, CBS-TV *I Love Lucy,* and Ray Singer, NBC-TV *It's a Great Life.*

OSTBY ELECTED SCBA PRESIDENT

NORMAN J. OSTBY, vice president in charge of station relations, Don Lee Broadcasting System, Hollywood, has been elected president of the Southern California Broadcaster's Assn., succeeding Robert J. McAndrews, commercial vice president of John Poole Broadcasting Co. there.



MR. OSTBY

Lloyd Sigmon, vice president and chief engineer, KMPC Hollywood, was elected vice president; Thelma Kirschner, general manager, KGFJ Hollywood, was re-elected treasurer; Howard Gray, general manager, KGIL San Fernando, was elected to the new post of secretary.

Frank W. Crane continues as SCBA managing director.

Eldridge to Address Closing AFA Session

CLARENCE ELDRIDGE, vice president in charge of sales, advertising and marketing research at Campbell Soup Co., will be featured luncheon speaker at the Wednesday closing session of the 51st annual convention of the Advertising Federation of America in Chicago, June 5-8, it was announced last week by Wesley I. Nunn, AFA board chairman and manager, advertising department, Standard Oil (Indiana).

The meeting of the Quarter Century Club at the convention has been set for the evening of June 5, with Homer J. Buckley as chairman. Mr. Buckley is chairman of the board of Robertson, Buckley & Gotsch Inc., Chicago agency, and is the only known survivor among charter members of the first Chicago Advertising Club.

New York Ad Club Elects Thomas Haire as President

THOMAS B. HAIRE, president, Haire Publishing Co., was elected president of the Advertising Club of New York last Tuesday. Elected vice president was Robert M. Gray, advertising and sales promotion manager of Esso Standard Oil Co., and treasurer, James A. Brewer, chairman of the board, Brewer-Cantelmo Co.

Directors elected: Harris W. C. Browne, president, National Lithographer Publishing Co.; Arch Crawford, president, Magazine Publishers Assn., and Elon G. Borton, president and general manager of Advertising Federation of America.

Also elected directors: Frank R. Hale, director, chain store sales, Bristol-Myers Products Div.; Bernard C. Duffy, BBDO president; Hugh R. Jackson, president, Better Business Bureau of New York City; Horance H. Nahm, president, Hooven Letters Inc., and George A. Phillips, director of advertising, Cluett, Peabody & Co.

New Jersey Broadcasters Meet

BASIC broadcast problems were discussed at the management level last Monday by the New Jersey Broadcasters Assn., meeting at the Claridge Hotel, Atlantic City. Besides off-record debate, the program included a sales panel following a talk by Joseph Blume, president of Forjoe & Co. Maj. Ranulf Compton, owner of WKDN Camden, reported on his 40-day trip through 17 European nations. Fall meeting of the association will be held at Bridgeton in October. Paul Alger, WSNJ Bridgeton, was named chairman of the arrangements committee. Everett Rudloff, WJLK Asbury Park, NJBA president, presided at the Monday meeting.

TRADE ASSN. PEOPLE

W. Eldon Garner, manager, WKMF Flint, Mich., named president, Flint Sales Executives Club.

John B. Allison, sales manager, KGMB Honolulu, elected secretary, Sales Executives of Hawaii, effective July 1.

Edward Battey, vice president and research director, Compton Adv., N. Y., reappointed vice chairman, standing committee on research, American Assn. of Adv. Agencies.

Louis Edelman, producer, ABC-TV *Make Room for Daddy* film series, elected third vice president, Screen Producers Guild.

Jacques Sammes, formerly presentation writer, CBS Radio Spot Sales, N. Y., to national promotion dept., Radio Adv. Bureau, same city, as sales promotion writer.

Genevieve T. Raymond, assistant manager of farm equipment mail order advertising, Montgomery Ward & Co., Chicago, elected president, Women's Adv. Club of Chicago, succeeding **Bessie Covert.**

J. Franklin Jones, tv script writer, signed to write thirteen 15-minute tv programs for Toy Guidance Council's member stores, featuring Paul Winchell and Jerry Mahoney and planned for late fall.

John W. Davis, media director, Honig-Cooper Co., S. F., named to committee on broadcast media, American Assn. of Adv. Agencies.

Williams, Baylor Open Radio-Tv Management Firm

A NEW radio-tv station management firm called Telerad Inc. has been formed, offering on a commission basis a complete management service and general business administration. Telerad reports that it can handle up to 10 am and tv outlets simultaneously and has announced the signing of KGA Spokane, Wash., and KCSJ-AM-TV Pueblo, Colo.

The management firm is headed by Ray J. Williams, president, with 15 years in the industry, and Dave Baylor, vice president, with 24 years radio-tv experience.

Describing part of Telerad's operation, Mr. Williams said, Telerad "can effect substantial savings, through volume buying of equipment, film, program material and supplies." "It is inconceivable," he added, "that a single station manager can perform as effectively as a controlled combination of qualified specialists."

Members of Telerad's planning committee and stockholders are N. M. Michaels, investment attorney and business management authority, and C. L. Little, president of a major hotel chain and vice president of investments for Bankers Life & Casualty Co. of Chicago, which owns KGA and KCSJ-AM-TV.

Telerad has headquarters at 2226 Television Lane, Pueblo, but offices are planned for all major cities. Mr. Michaels will operate out of 4800 N. Kenneth Ave., Chicago.

Battison Reactivates Tv Consultancy Office

JOHN H. BATTISON, Washington consulting engineer who recently returned from Canada where he helped put CHCT-TV Calgary on the air, has announced the reactivation of his television consulting service.

MR. BATTISON

Among Mr. Battison's clients is the U. of Georgia at Athens, which is planning a new educational tv station on ch. 8.

In addition to engineering services, Mr. Battison offers consultation in general station operation, particularly tv film and production.

His office at present is located at 4515 Saul Rd., Kensington, Md.; telephone: Olympic 7-9593. The opening of a downtown Washington office will be announced shortly, Mr. Battison said.

PROFESSIONAL SERVICE SHORTS

KOLD Yuma, Ariz., has named Tierney-Ross (public relations), Hollywood.

Helen Edwards & Staff, L. A. employment agency specializing in advertising and creative personnel, moves to 3105 Wilshire Blvd.; telephone: Dunkirk 8-0493.

Burns W. Lee Assoc. (public relations), L. A., changes name to Burns W. Lee-Patrick O'Rourke Inc., with Mr. Burns, president; Mr. O'Rourke, vice president; Robert R. Scrim, secretary; George D. Scrim, treasurer, and Lyman B. Johnson, board member.

GATES

Cordially invites you to visit their display at the Convention of the National Association of Radio and Television Broadcasters at the Shoreham Hotel, Washington, D. C., starting on May 22, where will be displayed a completely new line of broadcasting equipment carrying the trade-mark.

GATES
Hi-Watter
SERIES
MORE WATTS PER DOLLAR INVESTMENT

Among the new items with the "Hi-Watter" seal of advanced designs includes:

—a new 5KW transmitter
—a new 1KW transmitter
—a new remote control (unattended operation)
—a new speech input equipment
—a new 2-channel remote amplifier
—a new 100 watt TV transmitter
—and,

for 250 watt broadcasters a new 250 watt transmitter that may be stepped up to 1000 watts without one penny premium and in less than 2 hours' time!

Gates Means *Leadership!*

GATES

GATES RADIO COMPANY
Manufacturing Engineers Since 1922
QUINCY, ILL., U. S. A.

Houston, 2700 Polk Avenue
New York, 51 East 42nd Street
Washington, D. C., Warner Bldg.
Los Angeles, 7501 Sunset Blvd.
New York, International Div., 13 East 40th St
Atlanta, 13th & Spring Sts.
Montreal, Canadian Marconi Co.

JUSTICE DEPT. GIVES UP MAJOR COUNT IN PERJURY ACTION AGAINST NATVIG

Government counsel drops charge that Mrs. Natvig lied in saying ex-FCC attorney Powell coerced her into false testimony against Edward Lamb. Two other minor counts also are withdrawn.

THE JUSTICE DEPT. last week abandoned its charge that FCC turnabout witness Marie Natvig committed perjury when she said former Commission attorney Walter R. Powell Jr. "coerced" her to give false testimony against broadcaster-publisher Edward Lamb in the Commission's hearing on the license renewal of Mr. Lamb's WICU (TV) Erie, Pa., before Examiner Herbert Sharfman. Mr. Powell now is on the legal staff of NARTB.

Justice Dept. counsel J. Frank Cunningham told U. S. District Court Judge Alexander Holtzoff in Washington it is virtually impossible for the government to prove its charge without the testimony of Mr. Powell, even though other witnesses from FCC told the court Mr. Powell did not coerce Mrs. Natvig. Mr. Cunningham dropped the charge while summing up the prosecution case Tuesday.

Mr. Powell was excused from testifying because of his health. He suffered a heart attack earlier this year, shortly before Mrs. Natvig returned to the witness stand before Examiner Sharfman and said her initial testimony in the WICU hearing last fall—identifying Mr. Lamb with communist ties—was not true.

Mr. Cunningham's withdrawal of the principal count, plus two other minor counts, leaves only three out of a total of nine counts cited in the grand jury's original perjury indictment against Mrs. Natvig. Her defense counsel, John and Jean Dwyer, rested their case Thursday after questioning a number of witnesses, including FCC Comr. John C. Doerfer and Examiner Sharfman. Judge Holtzoff excused the jury until today (Monday) when the defense summary and presentation of the case to the jury will occur.

The remaining counts pertain to the government's charges that Mrs. Natvig originally told FBI and FCC representatives that she had been a member of the Communist Party in the mid-1930s, knew Mr. Lamb in that capacity and had attended communist meetings with him, then testified during her recant that she had not so informed these government representatives. Judge Holtzoff frequently advised counsel on both sides that the truth of the matter is not in issue, but rather only whether the defendant told the FBI and FCC about them and then testified under oath she did not.

The court prohibited Mrs. Dwyer from questioning Comr. Doerfer Thursday about how and why he and other Commissioners decided to set Mr. Lamb's renewal application for hearing or whether he had talked with Mr. Powell about the WICU case.

Mrs. Dwyer explained she was attempting to show that the FCC hearing is not "legally constituted," but Judge Holtzoff ruled this would have to be argued on the basis of the formal Commission documents designating the WICU bid for hearing. Although she also had subpoenaed Comr. Frieda B. Hennock early last week, Mrs. Dwyer did not call her to testify.

John F. Reilly, head of the Justice Dept. Subversive Activities Section, and Rex A. Collings Jr., attorney in the department's Criminal Division, testified Tuesday Mrs. Natvig came to them Feb. 23, about a week after her recant testimony at FCC, and told them this repudiation was false and that her original story about Mr. Lamb was true. They told the court Mrs. Natvig said she recanted to escape further cross examination by counsel for Mr. Lamb and that her story of coercion by Mr. Powell had been made up.

Late Monday afternoon, in a preliminary hearing with the jury absent, the court heard evidence by the defense that before and during the time of her visit to Justice Dept. Mrs. Natvig was ill, under medical treatment and taking large doses of a half-dozen prescription medicines, some of which contained narcotics. A physician testified overdosage could cause her to become "sort of groggy."

Mrs. Natvig testified she took the medicines continually and without reading the labels. She claimed Joseph M. Kittner, now chief FCC counsel in the Lamb hearing, told her to go see Mr. Reilly and say her charge against Mr. Powell was false. She claimed Mr. Kittner told her Mr. Powell's condition became worse whan he learned of her switch in testimony about Mr. Lamb.

Mr. Kittner denied Mrs. Natvig's allegation, recalling she did not talk to him until two days after she voluntarily went to the Justice Dept.

Earlier on Monday, Judge Holtzoff criticized the leeway Examiner Sharfman had allowed Lamb attorney Russell Morton Brown in his cross examination of Mrs. Natvig in the FCC hearing. When the court learned from testimony by FCC attorney Thomas B. Fitzpatrick that he believed Mrs. Natvig was "harassed" by cross examination concerning the identity of her children, Judge Holtzoff called a bench conference of all counsel about the matter.

"I am perfectly willing to state on the record and in open court," Judge Holtzoff said later, "that the hearing examiner in the FCC should not have permitted that kind of inquiry because it is irrelevant to the issues and it is not the kind of inquiry that the Federal Rules of Evidence permit on the issue of credibility."

During the defense case later in the week, Mrs. Dwyer tried unsuccessfully to introduce the complete FBI files on Mrs. Natvig "to show

FCC August 'Vacation'

TO ENABLE orderly vacation planning by its staff as well as industry attorneys and engineers in Washington, FCC has announced it will not schedule any hearings or oral arguments before the Commission *en banc* or its hearing examiners during August. No regular Commission meetings will be held from July 28 to Aug. 30, as well, FCC said, although individual Commissioners will be present during that month to handle emergency matters and routine actions.

LOOK FOR THIS BANNER

BOOTH No. 10

ACL

BOOTH No. 10

AT THE CONVENTION OF THE NARTB

Here you can see *in Action...*

- Low power and satellite/booster TV transmitters.
- Electronic video switch gear featuring color performance, plug-in modular construction, printed circuits, remote controls and custom crossbar arrangements.
- Low-cost master monitor.
- New stabilizing clamp amplifier and printed circuit plug-in distribution amplifier.
- Standard TV regulated power supply.

ACL ADLER COMMUNICATIONS LABORATORIES

and its TV Station Equipment Subsidiary ACL PRODUCTS, Inc.
One LeFevre Lane, New Rochelle, N. Y. New Rochelle 6-1620

ation'

n planning
attorneys
FCC has
edule any
before the
earing ex-
ular Com-
from July
said, al-
rs will be
o handle
actions.

owell about

attempting
not "legally
ruled this
asis of the
gnating the
n she also
Hennock
ot call her

tice Dept.
Rex A.
nt's Crim-
rs. Natvig
after her
them this
ginal story
the court
e further
Mr. Lamb
r. Powell

eliminary
rt heard
d during
pt. Mrs.
nent and
scription
arcotics.
ause her

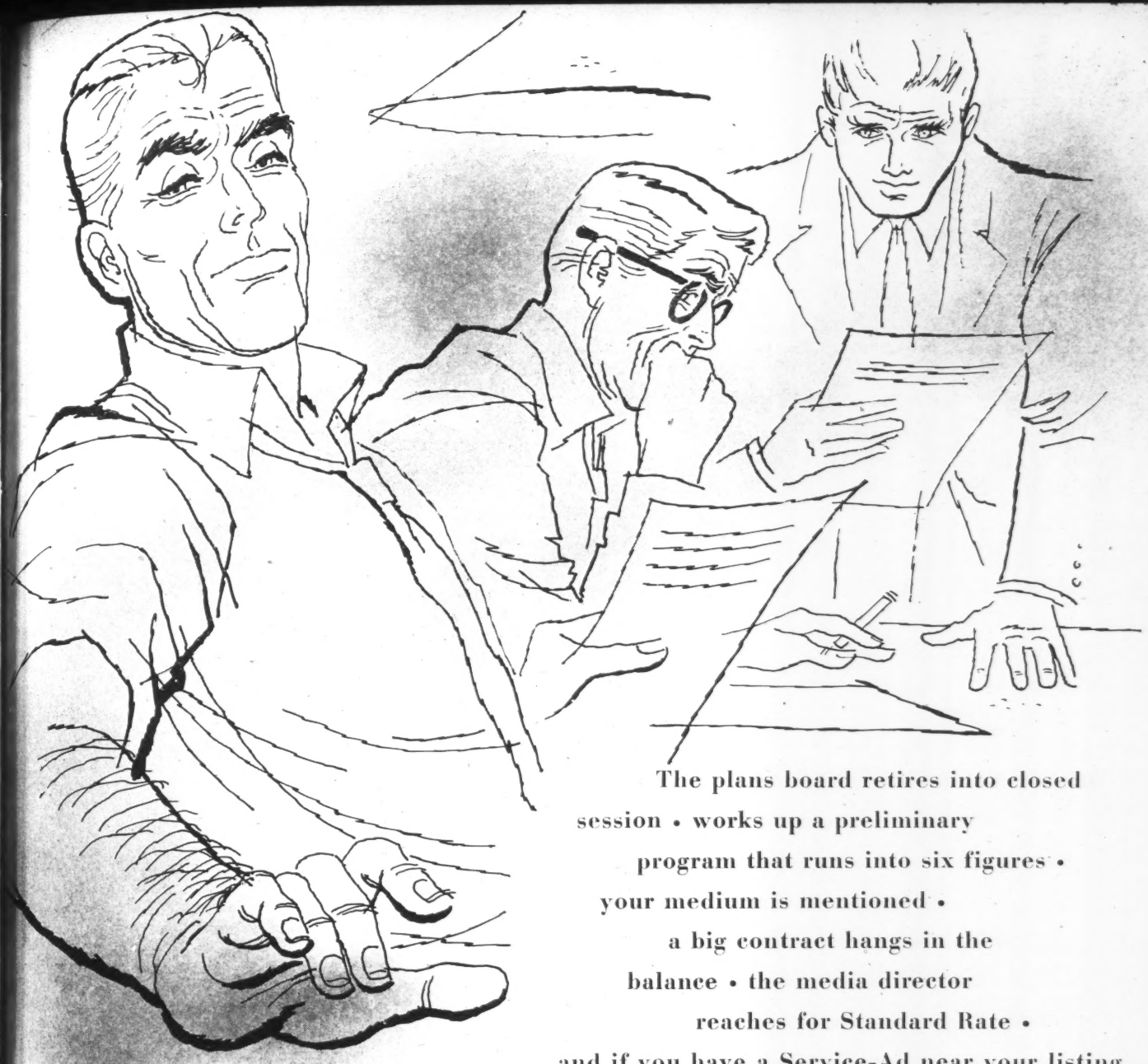
edicines
els. She
f FCC
go see
nst Mr.
her told
e whan
but Mr.

gation,
o days
Dept.
ticized
llowed
in his
FCC
testi-
patrick
ed" by
ity of
n con-

ecord
later,
hould
cause
t the
Evi-

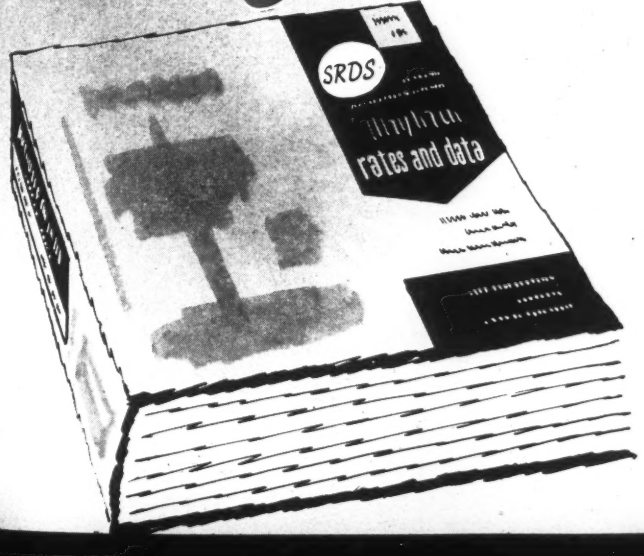
week,
e the
how

ING



The plans board retires into closed session • works up a preliminary program that runs into six figures • your medium is mentioned • a big contract hangs in the balance • the media director reaches for Standard Rate • and if you have a Service-Ad near your listing...

you are there



For the full story on the values 1,161 media get from their Service-Ads, see Standard Rate's own Service-Ad in the front of any edition of SRDS; or call a Standard Rate Service-Salesman.

N. Y. C.—Murray Hill 9-6620 • CHI.—Hollycourt 5-2400 • L. A.—Dunkirk 2-8576

Note: Six years of continuous research among advertisers and agencies has taught us that one of the most important uses of Service-Ads comes at those times when conference room doors are locked, challenges and suggestions come thick and fast, and somebody has to come up with answers—fast.

that she was never a communist." Calling Assistant FBI Director Alan H. Belmont to the stand, Mrs. Dwyer began to examine the witness but was stopped by the court on the ground it was not relevant to the perjury issue.

Other witnesses called by the defense included Russell Brown and ex-U. S. Attorney General J. Howard McGrath, counsel for Mr. Lamb; FCC attorneys Fitzpatrick and Arthur Schissel; J. Smith Henley, assistant general counsel of the Commission; and Phyllis Segal, Mr. Powell's former FCC secretary. Edward Brown, FCC attorney, and Robert Leahy, FCC investigator, both identified with the Lamb hearing, also were among witnesses called by the government.

MACK APPOINTMENT TO FCC IMPENDING

Florida Railroad & Utilities commissioner would succeed Frieda Hennock, whose term expires June 30.

WHITE HOUSE announcement of the appointment of Richard A. Mack, member of the Florida Railroad & Utilities Commission, to membership on the FCC replacing Frieda B. Hennock, whose seven-year term expires June 30, is expected momentarily. Whether President Eisenhower will nominate Mr. Mack formally or merely announce his intention of making the appointment sometime prior to June 30 appeared to be the question.

Mr. Mack, reached by B•T in Tallahassee last Thursday, said he had been in Washington the preceding week and had visited the White House. He would not discuss his visit, however. It is understood that he conferred with Sherman Adams, chief Presidential assistant, and Charles F. Willis Jr., assistant in Mr. Adams' office handling independent agency liaison.

Mr. Mack asserted he could not state authoritatively that he would receive the FCC appointment, but added that he would be "very honored to accept it, if offered." He said he had visited FCC Chairman George C. McConnaughey on April 4 at the latter's behest, explaining that he had known the chairman for several years in connection with the activities of the National Assn. of Railroad & Utilities Commissioners, of which Mr. Mack currently is president. Mr. McConnaughey, while chairman of the Ohio Public Uutilities Commission, had served as chairman of NARUC.

The president, under the statute, can nominate Miss Hennock's successor, since the law permits such nominations within 60 days of the expiration of the term of an incumbent. The nomination is subject to Senate confirmation, and automatically would be referred by the Senate to the Interstate & Foreign Commerce Committee. Hearings are virtually automatic. Mr. Mack is a Democrat and would succeed Miss Hennock, a New York Democrat.

Mr. Mack said he had not exerted "too much effort" to procure the FCC appointment. He was aware of the support of Florida's two Democratic senators—Spessard L. Holland and George A. Smathers—who went all out. Another southern senator, who supported an unnamed constituent, reported that he had been advised by the White House that Mr. Mack had been selected and that announcement would be made forthwith.

Previously Mentioned

It is understood that Mr. Mack previously had been suggested for appointment to the Federal Power Commission and the Interstate Commerce Commission, as well as for the FCC. His name was on a list submitted by NARUC for vacancies on any of the three commissions.

Sens. Holland and Smathers, in recommending Mr. Mack's appointment to the FCC, said:

"Mr. Mack brought a tremendous amount of energy and ability to the Florida Railroad Commission and we understand that he is now recognized throughout the country as one of the most vigorous and progressive state utilities commissioners in the nation."

It is understood also that Mr. Mack had the endorsement of Sen. Harry Byrd (D-Va.), among others.

Mr. Mack, 44, is a graduate of the U. of Florida, 1932, with a degree in business administration. He had a distinguished Army career in the Infantry and holds a reserve commission as a lieutenant colonel. He was appointed in 1947 as a member of the state commission and served a two year term as chairman, which ended last Jan. 1 under the rotation system. Before receiving his appointment, he was general manager of the Port Everglades Rock Co. He resides in Coral Gables, but as a commissioner spends five days a week in Tallahassee, the state capital.

(Government continues on page 114)

MORE ABOUT LAMB

POWER TO REGULATE POWER TO DESTROY—LAMB

THE POWER to regulate is the power to destroy, broadcaster-publisher Edward Lamb said Tuesday in a talk before the U. of Michigan at Ann Arbor.

"If the members of a political group get control of an administrative agency and seek to foist their viewpoint upon broadcasters," he said, "they can well accomplish their purpose by holding up the renewal of radio or television licenses. The power to intimidate or shake down individual licensees, especially those in an opposite political party, thus constitutes a sizable temptation."

Reviewing the history of his effort to win renewal of license for WICU (TV) Erie, Pa. (adjacent story), Mr. Lamb pointed out that after the Republicans took over FCC in January 1953, there were "new faces" named to the Commission, including Comr. John C. Doerfer, "a friend of Sen. Joseph McCarthy."

Mr. Lamb charged that "soon there were rumblings that the FCC would be out 'to get that liberal Democrat, Edward Lamb.' The trade papers were full of the threats. It was not long before my general counsel, J. Howard McGrath, former Attorney General of the U. S., was advised that we should obtain a certain Republican law firm or suffer severe consequences before the FCC. We refused to believe that the forces of government would lend itself to a shakedown. We agreed to resist every offer to 'settle' this matter."

Claiming FCC used "professional witnesses" against him, he cited the turnabout testimony of the Commission's "prize" witness, Mrs. Marie Natvig, and noted the perjury indictment pending against her (story page 68).

Mr. Lamb contended Attorney General Herbert Brownell undertook the indictment against Mrs. Natvig "not because she lied, but as a warning to any other professional witnesses who might want to retract.

"I call your attention to the phenomenon and ask that legal scholars tell us of another such case which has occurred in the history of jurisprudence. Where else, even in Hitler's Germany, has there been a situation where the government, prior to the conclusion of its own case, indicted its own witness for perjury?"

Criticizing the White House for failing to admit that one of its federal agencies "is involved in suppressing the freedom of a great communications medium," Mr. Lamb claimed individual broadcasters in the U. S. are on his side "but they, too, have federal licenses and they dare not speak lest they too get sacked."

UNION MAN, LAMB FRIEND, VOUCHES FOR HIS LOYALTY

AUGUST SCHOLLE, president of the Michigan CIO Council and close friend of broadcaster-publisher Edward Lamb for some 25 years, told FCC Examiner Herbert Sharfman last week that Mr. Lamb "on a thousand occasions" expressed his anti-communist attitude but "actions speak louder than words in this relationship."

Mr. Scholle, testifying Monday as a defense witness in the Commission's hearing on the license renewal of Mr. Lamb's WICU (TV) Erie, Pa., said Mr. Lamb as a labor lawyer in the 1930's opposed communist participation in union affairs.

The witness said that during the Closure Service Corp. strike in 1936, when communists were interfering with picketing, he called communist leaders to a meeting at Mr. Lamb's law office and Mr. Lamb "very directly" told the Reds they were doing labor a great deal of harm and should stay away. He said Mr. Lamb told them "the Communist Party should keep its nose out of union affairs, or words to that effect." Mr. Scholle said Mr. Lamb took the same position in the Electric Auto-Lite Co. strike in 1934.

Asked by Commission counsel about Mr. Lamb's name appearing on a letterhead of the International Labor Defense, Mr. Scholle said he didn't know about that, but from his own experience he knew the communists took names without authority and put them on the letterheads of their front organizations. He said the Michigan Civil Rights Federation used his name and that of Walter Reuther improperly in lobbying for labor legislation. The witness said he could give many more illustrations.

FCC ordered the hearings on the WICU renewal to inquire if Mr. Lamb falsely represented he never had communist ties. After Mr. Scholle's appearance, the six-month-old case was recessed until this Wednesday.

LAMB CASE IN 'RECORD'

UNDER the heading of "GOP Politics Warps Regulatory Agencies," Rep. Peter F. Mack Jr. (D-Ill.) entered in the *Congressional Record* Tuesday an article from the May issue of the *Democratic Digest* concerning the Edward Lamb case now before FCC. The article questioned if political motives were involved in setting for renewal hearing Mr. Lamb's WICU (TV) Erie, Pa. (see story above), and cited certain Presidential appointments to FCC and other regulatory agencies as possibly contrary to public interest.

See an

DING

tion of making
ior to June 30

in Tallahassee
in Washington
sited the White
his visit, how-
conferred with
ential assistant,
sistant in Mr.
endent agency

not state au-
eive the FCC
would be "very
" He said he
ge C. McCon-
r's behest, ex-
chairman for
the activities
ad & Utilities
lack currently
, while chair-
Commission,
C.
te, can nomi-
since the law
60 days of
n incumbent.
ate confirma-
referred by
oreign Com-
irtually auto-
t and would
k Democrat.
d "too much
intment. He
lorida's two
Holland and
all out. An-
orted an un-
he had been
Mr. Mack
nouncement

previously
to the Fed-
e Interstate
as for the
bmitted by
the three

ecommend-
FCC, said:
us amount
a Railroad
he is now
as one of
ate utilities

Mack had
d (D-Va.),

the U. of
siness ad-
hed Army
serve com-
e was ap-
state com-
as chair-
he rotation
tment, he
Everglades
es, but as
week in

114)

CASTING

See an RCA Color TV Studio in operation at NARTB Convention, May 22-26

Watch RCA's latest Color Camera Chain, with revolutionary Processing Amplifier, in action. See the new RCA TK-41 Color Camera pick up live studio scenes from the floor. Watch the 3-Vidicon Color Film system in operation. See how color signals are switched and fed to outgoing lines and color monitors. Inspect the new high-power Color Microwave equipment. Here's a show within a show that's a *color* spectacular in itself!

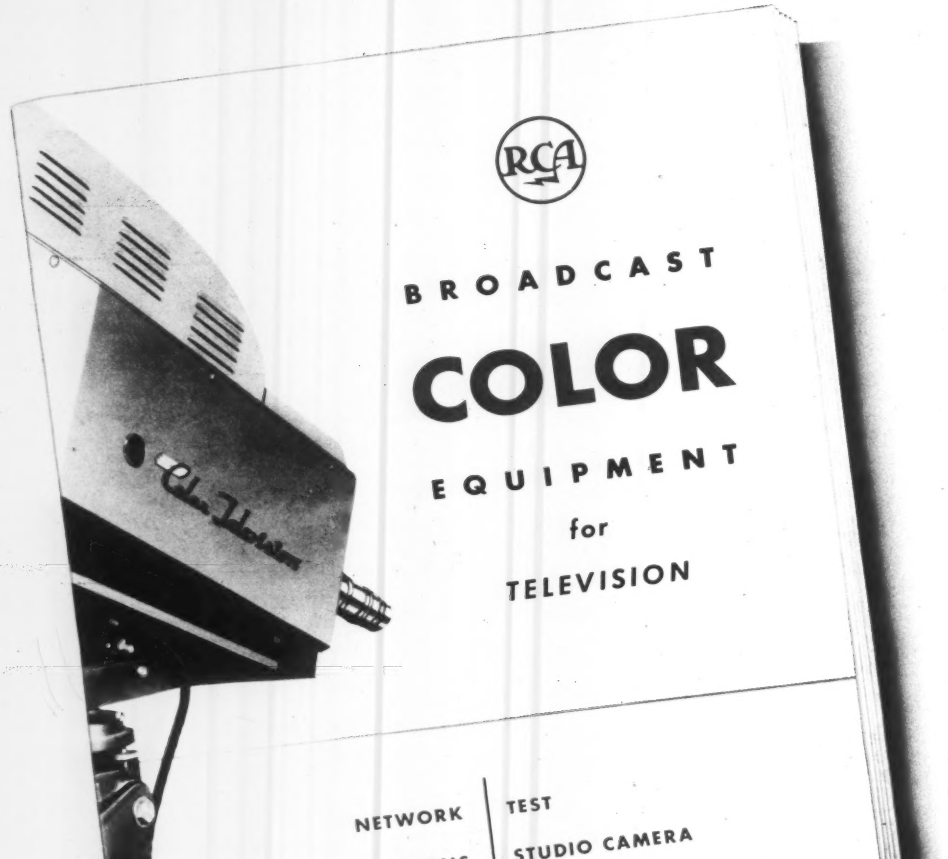
You'll also want to see RCA's new Black-and-White Vidicon Film equipment and Multiplexer set-up. And inspect the new RCA high-power UHF Transmitters, new RCA AM Ampliphase Transmitter, new RCA Microphones, new Turntables.

You'll see that RCA equipment has really been on the move in the last year. You can operate the equipment yourself while you are here and talk about it with RCA Broadcast and Television Specialists. Let them give you the most up-to-date slants, equipment-wise, first-hand.

Color Television Headquarters Comes to YOU!

RCA

COLOR TELEVISION



- Network Equipment
- Test Equipment
- 3V Color Film and Slide Equipment
- Live Camera Equipment
- Switching Equipment
- Sync and Color Originating Equipment

NOW READY...

108 PAGE CATALOG

An Indispensable Guide for Color Planning

In its 108 pages, this catalog provides just about everything the station man wants to know about color TV planning. *First,* its 28-page explanatory section contains the most timely, factual and authentic discussion of color planning ever written. Entitled "How to Plan for Color" it includes up-to-the-minute considerations of network programming, film programming, live studio programming. *Second,* the catalog describes and illustrates all the latest RCA equipments for color television to fit these plans—immediately.

This informative catalog is fundamental to color station operation—the only book of its kind! And it's ready NOW.

For your copy of this new RCA catalog on Broadcast Color Equipment for Television ask your Broadcast Sales Representative. Or write Section 503, RCA Engineering Products Division, Camden, N.J. on your station letterhead.

RCA Pioneered and Developed Compatible Color Television

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION *CAMDEN, N.J.*

EQ

PROGRE
nual con
technical
be center
ham Ho
evacuated
Lighter g
in the r
charge o

Aural
lines of a
will be s
mitting n

As was
telecasts
ciated eq
tus, will
a chance
and equi

Autom
well as
projector
set. An
checks e

Multip
shown in
fm stati
the band
music.

A new
will ope
types of

The e
many ty
tubes, fi
lamps.
play inc
is said t
single s

Studi
strated
termina

Detai
found s

Adler

EQUIP
mitting.
displaye
Exhibit
assemb
the bro

The
three d
net wit
tains th
peak v
UST-2

EXHIBITORS WILL SHOWCASE LATEST WARES FOR NARTB

EQUIPMENT ON DISPLAY: EVERYTHING FROM TUBES TO TOWERS

PROGRESS again will keynote NARTB's annual convention exhibits of equipment and technical services. Displays of heavy items will be centered in the Exhibit Area of the Shoreham Hotel, where the large garage is being evacuated to provide the needed floor space. Lighter gear and technical services will be found in the room areas. The entire display is in charge of Barry Freer.

Aural broadcast equipment will include new lines of am transmitters. Automation techniques will be shown in operation, some of them permitting many hours of automatic programming.

As was the case at the 1954 convention, color telecasts will highlight the Exhibit Area. Associated equipment, with color conversion apparatus, will be demonstrated. Delegates will have a chance to observe the production methods and equipment used for colorcasts.

Automatic programming will include tv as well as aural broadcast operation. One slide projector can be loaded with 100 slides and preset. An exhibit will show an alarm system that checks equipment at remote relay points.

Multiplexing of fm broadcast service will be shown in operation. This technique will permit fm stations to carry more than one signal in the band, permitting such services as functional music.

A new microwave relay unit to be on display will operate in the high 13,000 mc band. Many types of communication links will be exhibited.

The exhibits will include signal generators, many types of cameras, tower sections, cables, tubes, film systems, camera chains and tower lamps. A small broadcast receiver in one display includes transistors instead of tubes and is said to be good for 2½ years operation on a single set of tiny batteries.

Studio lighting equipment is to be demonstrated as well as new color multi-scanners and terminal-test apparatus.

Details of program service exhibits will be found starting on page 90.

Adler Communications Labs

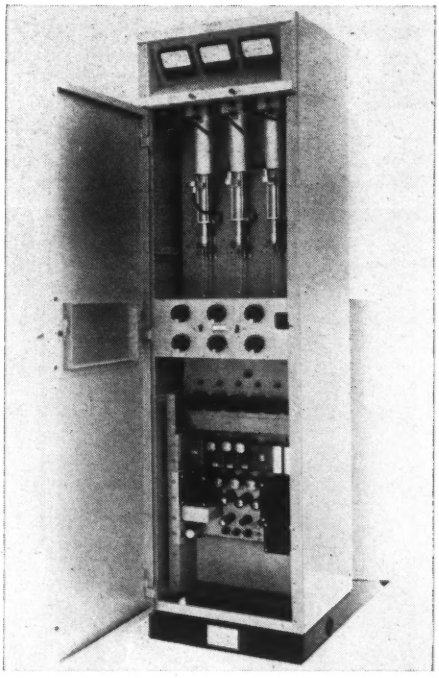
EQUIPMENT for low power television transmitting, satellite and booster systems will be displayed by Adler Communications Labs in Exhibit Area 10. Components are designed for assembly and integration in accordance with the broadcaster's specific requirements.

The 150 w uhf transmitter on exhibition has three distinct units, each in a harmonizing cabinet with a front metering panel. Cabinet 1 contains the UST-20 linear amplifier, rated at 20 w peak visual power. Cabinet 2 contains the UST-210 aural and visual exciter-driver unit producing the uhf modulated-carrier signals. This identical equipment, less the translator, would be used to provide the vhf modulated-carrier signals. Cabinet 3 contains the UST-150 linear amplifier rated at 150 w peak visual power.

In addition, a new exclusive printed circuit electronic crossbar switcher, featuring plug-in modular construction, will be on display. A 12 input by three output video switching system using these modular units is in operation, including momentary contact push-button switching, lap dissolve and fade effects and preview arrangements.

The operating equipment includes the ACL master monitor, a new plug-in printed circuit distribution amplifier, a new clamp amplifier and a 600 ma 280 v dc regulated power supply. The specifications for all of this equipment take into account the standards for color signal transmission.

Personnel: Ben Adler, general manager; Carmen J. Auditore, sales manager; Thomas B. Friedman, manager-broadcast systems engineering; Joseph Malin, manager, development engineering; Henry J. Shapiro, development engineer, and Louis Katz, development engineer.



TELEVISION satellite-booster made by ACL Products, tv station equipment unit of Adler Communications Labs.

Alford Mfg. Co.

ALFORD will exhibit a part of its new Type 1046 Streamlined Antenna which results in lower windage and allows many towers to support a four-bay array. Exhibit Area 17.

Personnel: Andrew Alford, president; David P. Flood, engineer; Harold H. Leach, engineer.

Altec Lansing Corp.

ALTEC LANSING Corp. will exhibit in Rooms F102 and D104, adjoining the Graybar Shoreham Suite, F100-2-4. Graybar is Altec's distributor.

Microphones, speakers, amplifiers, consoles, and other radio-tv equipment will be available for viewing. The miniature microphone, the Lipstik, and the 671 velocity microphone, plus various cardioid types will be on display.

Personnel: H. S. Morris, product sales manager, and W. H. Hazlett, eastern sales representative.

Amperex Corp.

AMPEREX will exhibit in Suite B312-314 at the Sheraton-Park and also in the Standard Electronics Corp. booth. The display will be a show of transmitting and power tubes and rectifiers for tv, am and fm broadcasting. Promotion in conjunction with Standard Electronics is a contest giving away prizes for questions answered on tubes used in equipment.

Personnel: Sam Morris, president, and Arnold Peterson, salesman.

Ampex Corp.

MAIN FEATURE of Ampex Corp.'s exhibit will be its new Automatic Programming System. The system, which allows over a ten-hour broadcast schedule to be aired without any kind of human assistance, underwent a six-weeks' field test early this year at KEEN San Jose, Calif. Under the automation system, two electronically interlocked tape playback units are utilized alternately. One unit is capable of playing eight hours of recorded material from a single tape and the other is capable of up to four hours. On the first machine is placed program material from a station's library or from a network or transcription service. Spots, local programs and station breaks are recorded on the second machine. After each segment of program material and each local announcement on either unit, a sub-audible tone is

recorded. At the conclusion of a program segment on one unit, the tone is registered on an electronic "brain" which starts the integrated material on the second machine.

Other exhibits: Ampex 620 amplifier speaker, a portable hi-fi sound system incorporating a specially-designed loudspeaker in a correct acoustical enclosure and a high calibre 10 w amplifier; Ampex 600 portable magnetic tape recorder-reproducer, weighing less than 28 pounds and operating at a tape speed of 7½ inches per second, available as a full track recorder for editing ease or as a half track recorder for maximum recording time and tape economy; Ampex 350 magnetic tape recorder-reproducer, available to operate at 3¾ and 7½ ips and 7½ and 15 ips.

Personnel: Russell J. Tinkham, audio sales manager; Robert Miner, field sales manager, audio division; William Cara, professional products manager, audio marketing division; Forrest J. Beard, assistant manager, advertising and sales promotion. Shoreham E202-4.

AUTOMATIC programming system to be shown by Ampex.

Andrew Corp.

IN Exhibit Area space (No. 26), Andrew Corp. will show its line of coaxial transmission lines for uhf, vhf, fm and am, as well as antennas, waveguides and accessories.

Personnel: Dr. Victor J. A. Andrew, Robert P. Lamons, John S. Brown, Henry F. Miller, Robert C. Bickel, Charles R. Lane, Ernest A. Heitsch, Robert A. Grager and John W. McLeod.

AT&T Long Lines Dept. and Chesapeake & Potomac Telephone Co.

THE BELL System in Exhibit Area 11 will show its latest equipment serving the radio and tv industry.

On the floor will be a pickup truck equipped to establish facilities for originating tv programs at remote locations. Other exhibits feature a new alarm system designed to check equipment performance at remote radio relay stations, and an automatic channel switching system to correct fading or failure.

Also to be shown is an illuminated map pointing up the additional of 20,000 channel miles of tv facilities to the network—an all-time yearly high—during the past year.

Personnel: C&P—James E. Martin and James L. Phillips, Washington, D. C. AT&T Long Lines—C. M. Blair, Washington; S. D. Dinwoodie, New York; C. W. Floyd, White Plains, N. Y.; E. C. Laird Jr., Kansas City; E. McCaffrey, Cincinnati; R. W. Miller, J. R. Rae and M. G. Wallace, all New York.

EXHIBIT plan of AT&T for convention are reviewed by (l to r) Carl W. Floyd, eastern area commercial manager, and M. G. Wallace, headquarters commercial operating engineer.

Berlant-Concertone

NEW line of Berlant Series X magnetic tape recorders and accessories will be displayed by Berlant-Concertone, Audio Div. of American Electronics. The new line includes the BAX-1 automatic recorder, BRX-1 broadcast recorder and SBX-4 stereo-monaural recorder.

Personnel: E. Berlant, president; Edward A. Altshuler, sales manager, and Robert Sargent, "land-c-air" sales representative. Shoreham G 102.

Blaw-Knox Co.

BLAW-KNOX Co. will exhibit photographs of its newest type towers for tv, am, fm and microwave installations. It will also use sections of actual towers to show features of interest to prospective users. Shoreham G104.

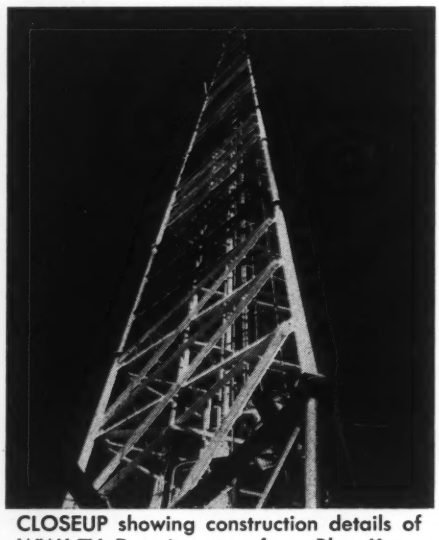
Personnel: Robert A. Troman, tower sales; A. H. Jackson, engineering director; Paul F. Vollmer, assistant advertising manager; William Roscoe, Robert Kuhn, John Cummings.

Caterpillar Tractor Co.

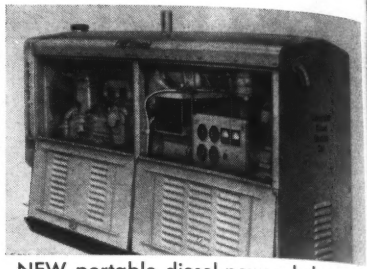
IN Exhibit Area 30 Caterpillar will display its new portable diesel-powered electric set, the Caterpillar D318, available in nine engine models ranging from 30 kw to 315 kw, for standby or permanent installation.

Each unit includes cooling system, fuel tank, skid mounted or with four-wheel trailer. An automatic start-stop display will show how electric sets shoulder the load automatically. Photos will show radio and tv installations, depicting ways the emergency or standby equipment provides insurance against lost time.

Personnel: Ralph Bradley, Robert Burdick and James Hoak.



CLOSEUP showing construction details of WWJ-TV Detroit tower from Blaw-Knox.



NEW portable diesel-powered electric set to be shown by Caterpillar Tractor Co.

Century Lighting

CENTURY LIGHTING will display in the Main Exhibit Hall of the Shoreham a rear screen projection unit (5 kw), which produces an image of 1½ units to 1 unit of projection or throw; a system of intensity control (magnetrol)—light control, employing use of magnetic amplifiers and operational control features, 1 kw-20 kw; a complete line of Fresnel; a C-Lector—system of non-dim pre-set, master switching control possible to engage any number of non-dim circuits to any one of 10 master preset controls; also the Prot-O-Vox—a low voltage wireless microphone.

Personnel: Edward F. Cook, president, and Charles Shevlin, Rollo Gillespie Williams, Richard Murdock and Frank Jacobs, sales engineers.

Collins Radio Co.

COLLINS will occupy Space 34 and is planning to exhibit its 21 E/M broadcast transmitter, 2 OV-2 1 kw broadcast transmitter with remote control system; 212A-1 studio console; 212B-2 studio console; 212Y-1 remote amplifier; 212U-1 remote amplifier; 12Z-2 four channel remote amplifier; new tv microwave relay equipment, and miscellaneous items of rack mounted speech equipment.

MR. HOLLISTER

Personnel: R. H. Hollister, industrial sales manager; H. O. Olson, broadcast sales manager; T. W. Sharpe, regional sales manager; J. D. Phelan, regional sales manager; F. P. Wallace, broadcast sales engineer; J. F. Stanbery, broadcast sales engineer; R. D. Sidwell, broadcast sales engineer; M. N. Oebbecke, broadcast sales engineer; R. I. Hancock, broadcast sales engineer; T. E. McConnell, broadcast engineering; R. A. Powell, broadcast sales; C. M. Lowder, field service engineer; E. W. Pappenfus, broadcast engineering; Paul Wulfsberg, asst. director engineering; E. S. Gagnon, sales engineer; L. O. Embree, broadcast sales engineer; K. Caldwell, broadcast engineering.

Conrac Inc.

MAKER of the Fleetwood line of tv receivers on the West Coast, Conrac will exhibit three models of its tv monitor and its featured AV12 off-the-air tuner. Tuner is used for monitoring and rebroadcasting applications.

Personnel: W. J. Moreland, president; J. G. Jones, chief engineer, and R. A. Alston, service manager. Shoreham F208.

Continental Electronics Co.

CONTINENTAL Electronics Co. will demonstrate a 250 w am transmitter, type 312, with built-in remote control equipment. The remote outfit features a positive system in which no tubes, tones, dials, or oscillators are used.

Complete control and metering facilities are available for the operation of two transmitters, the regular plus a standby or fm transmitter.

A new 1000/500 w transmitter, type 314-3, will also be shown. Exhibit Area 19.

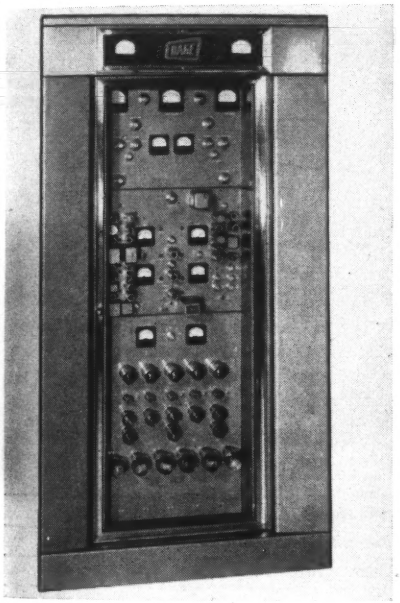
Crouse-Hinds Co.

CROUSE-HINDS Co. will exhibit tower lighting and wiring equipment for tv, radio and microwave towers at Room F213, Shoreham Hotel. Complete kits, beacons, obstruction lights, control equipment and wiring devices will be displayed.

Personnel: H. M. Pattat, Syracuse; J. S. Haney, Syracuse, and J. F. Wueste, Washington, D. C., all sales engineers.

Dage Electronics Div. of Thompson Products Inc.

DAGE will feature the vidicon color camera with special emphasis being placed on a convertible monochrome to color system, costing $8,000. The company's color for film programming consists of a three vidicon system, costing



DAGE Electronics exhibit will include this BT-200 transmitter.

$15,000 for the camera, camera control console and rack mounted power supplies. For those not yet ready for color, the same enclosure can be added with one vidicon system for monochrome reproduction, $8,000.

Dage will also display a complete low power tv station, illustrating the possibility of equipping a tv station for less than $52,000.

Personnel: James L. Lahey, general manager; Neff Cox Jr., district sales manager; J. W. Alinsky, chief engineer; George H. Fathauer, chief development engineer; H. E. Crow, project engineer; H. Garba, design engineer; Charles Abney, sales engineer; Harold Ennis, systems engineer; Cliff Schmidt, engineer; Mort Zimmerman, district sales manager; Wynne Stewart, district sales manager; John Mullen, district sales manager; Joseph Farnum, district sales manager. Exhibit Area 3.

Dresser-Stacey Co. (Ideco)

IDECO's exhibit suite E 102-104, Shoreham Hotel, will feature caricaturist Lenn Redman, former Walt Disney animator, who caricatured hundreds of NARTB members and their wives and guests at last year's Chicago convention.

Mr. Redman will work on a projector so his audience can watch each pencil stroke. Formerly on the faculties of the Art Institutes in Chicago and New York, he currently heads a Chicago advertising cartoon studio.

Backdrop for Mr. Redman's activities will be giant murals of some of the Ideco tv and radio towers, with pictures and drawings of Ideco's recently announced Type 40 and Type 50 guyed tv towers. Scale model of an Ideco self-supporting tower will be on display in the RCA Broadcast Equipment Division exhibit.

Personnel: Joe M. Hogan, general sales manager; J. Roger Hayden, industrial sales manager; Dan Byrd, advertising and sales promotion manager; K. H. Brust, Los Angeles branch manager; Stu E. Wilson, contract administrator; George Iles and John McVey, sales representatives.

Allen B. DuMont Labs

COLOR will keynote the DuMont display in Exhibit Area 9, with "the most complete color programming equipment facilities ever offered in one package at an amazingly low cost." Included in the exhibit will be the new DuMont Color Multi-Scanner, which features "new and revolutionary advantages" with "greater operating economies and simple operation."

A complete line of color terminal equipment and test equipment for handling incoming color signals from network, film and other pickup sources also will be shown. Other color equipment to be shown includes monitors, stabilizing amplifier, masking equipment, switching and mixing equipment, nine-channel switch unit and video control equipment, for both monochrome and color. New tv transmitters on display will range from a 25- or 50-kw unit to a new 50-w transmitter designed for use in limited, small service areas. The high-powered systems feature "low-cost operation, low initial cost, simple dual-tube final amplifiers, simple component and circuitry design, open construction, complete accessibility, quiet operation and small size. Rounding out the DuMont presentation will be the transmitter control console.

Personnel: *Communication Products Div.*: R. E. Kessler, division manager; G. S. Gregory, engineering manager; F. S. Newman, advertising and promotion manager; D. Christie, assistant to division manager; H. McCrae, manager, development engineering; H. Mate, senior electronic engineer; D. Quinlan, engineer.

Television Transmitter Dept.: J. B. Tharpe, national sales manager; K. F. Petersen, marketing manager; C. E. Spicer, sales operations manager; H. Bloomberg, central sales representative; L. C. Radford Jr., southeastern sales representative; R. J. Myers, western sales representative; B. J. Klindworth, midwestern sales representative; F. A. O'Connell, northeastern sales representative; G. Winston, southern sales representative; L. Keys, northwestern sales representative; E. G. Gramman, industrial sales representative; J. P. Gallagher, industrial sales consultant; D. Stewart, sales representative; J. Shearer, sales engineer; G. Wagner, sales engineer; F. Bonvouloir, sales engineer; F. C. Grace, sales engineer; H. Del Muro, sales engineer; N. Ritter, sales engineer; R. Bollen, sales engineer; L. Litchfield, sales engineer; J. Sims, sales engineer.

Research Div.: R. Cavanagh, circuit research director; R. Tingley, color and video techniques manager; J. Haines, senior electronic engineer; R. Deichert, senior electronic engineer.

International Div.: J. Morrisey, transmitter sales manager.

Electro-Voice Inc.

TELEVISION and broadcast microphones and accessories will be displayed, including the new 665 and 666 super-cardioids. Other items: phonograph cartridges and monitor speakers.

Personnel: A. M. Wiggins, L. LeKashman, L. Burroughs, W. F. Soules, H. T. Souther and L. Loring. Shoreham F-212.

Elgin Metalformers Corp.

NEW Emcor modular enclosure system, said to allow the electronic industry to avoid high cost custom construction with standard units which can be tailor-fitted to individual requirements and considerable savings, will be displayed by Elgin Metalformers Corp. New Emcor system consists of nearly 200 components. Exhibit Area 4.

Emsco Mfg. Co.

PRINCIPAL feature of the Emsco Mfg. Co. exhibit will be a mockup model of one of the company's towers, Model 10RTA. P. M. Davis, manager of industrial sales, will be in attendance. Shoreham F-220.

Foto-Video Labs

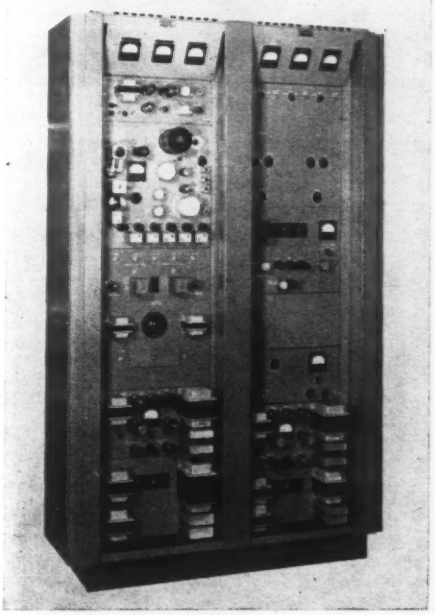
FOTO-VIDEO LABS, in Suite F-115 at the Shoreham, will show precision tv station and test equipment including keyed composite video generator, color and monochrome sync generators, color and monochrome picture distribution amplifier, power supplies, amplitude linearity testers, linearity and convergence dot generator, tv waveform monitor, high power video amplifiers and staircase generator. They also will display precision foto products for tv including: resolution, linearity and color registration 2" x 2", 3¼" x 4", 4" x 5", and 8" x 10" slides and opaques; gamma test slides, light boxes for 8" x 10" color and monochrome taut transparencies and 16mm test films.

Personnel: Albert J. Baracket, president and chief engineer; J. J. McMahon, engineer; C. E. Underwood; sales manager, and A. R. Fiore, vice president.

Gates Radio Co.

GATES RADIO Co. will feature its Hi-Watter line, comprising a complete new line of broadcast transmitters, remote control system and audio equipment. Exhibit Area 36.

The am transmitter line runs from 250 w to 5 kw. Of particular interest to the Class IV



GATES BT 100A 100 w vhf tv transmitter.

GPE

BUILDING BLOCKS

serving industry through coordinated precision technology

● Manufacturing
●● Manufacturing and product development
●●● Manufacturing, product development and research
□●● Pilot manufacturing, product development and research

	KEARFOTT COMPANY, INC.	INTERNATIONAL PROJECTOR CORPORATION	BLUDWORTH MARINE DIVISION	GENERAL PRECISION LABORATORY INCORPORATED	THE GRISCOM-RUSSELL COMPANY	LINK AVIATION, INC.	THE HERTNER ELECTRIC COMPANY	THE STRONG ELECTRIC CORPORATION	J. E. McAULEY MFG. CO.	ASKANIA REGULATOR COMPANY	AMPRO CORPORATION	LIBRASCOPE, INCORPORATED
PRECISION MECHANICS, OPTICAL DEVICES, CERAMICS	●●●	●●	●●	□●●	●●	●●●	●●	●●●	●●	●●	●●	●●●
ELECTRICAL EQUIPMENT and COMPONENTS	●●●	●	●			●●●	●●●	●●	●	●●	●	●●●
ELECTRONICS	●●●	●●	●●●	●●●		●●●	●	●●		●●●	●●	●●●
HYDRAULICS, LIQUIDS PROCESSING, HEAT EXCHANGE		●●			●●●					●●●		
TELEVISION Studio, Theatre, Educational, Business, Industrial	●	●		●●●		●				●		
INSTRUMENTS, SERVOS, CONTROLS Hydraulic, Pneumatic, Magnetic, Electronic	●●●	●	●●	□●●		●●●	●●	●●		●●●	●	●●●
AIRCRAFT and MISSILE GUIDANCE, CONTROL, SIMULATION	●●●	●		●●●		●●●	●			●●	●	●●●
AUTOMATIC COMPUTERS and COMPONENTS	●●●	●	●	□●●		●●●				●●●		●●●
RADAR, MICROWAVE, ULTRASONICS	●●●	●	●●	●●●		●●		●		●		
MOTION PICTURE and AUDIO EQUIPMENT		●●●		□●●			●●	●●●	●●●		●●●	
NUCLEAR POWER COMPONENTS and CONTROLS	●●●				●●					●●		●●●
SYSTEMS ENGINEERING Aeronautical, Naval, Industrial	●●●			●●●	●●●	●●●				●●●		●●●

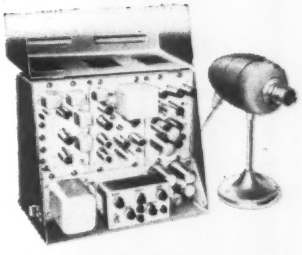
THE GPE PRODUCING COMPANIES

One of a series telling
how the producing companies of
General Precision Equipment Corporation
are contributing to America's progress.

advanced techniques & resources

The producing companies of General Precision Equipment Corporation are engaged in the development, production and sale of advanced technological products. Each of these companies specializes in particular areas of advanced competence and possesses highly developed techniques and resources in its particular field or fields. These are the building blocks of GPE Coordinated Precision Technology, through which GPE serves more than a dozen important industries.

The chart at the left shows the areas in which each GPE Producing Company works. But it cannot show the high degree of specialization and the important position each GPE Company occupies in its field or fields.



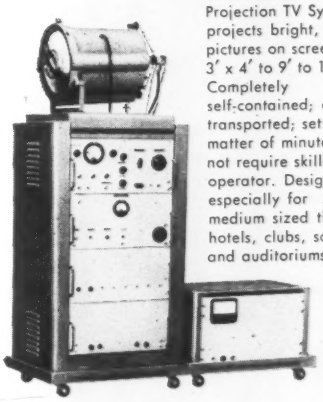
The "Bullet" TV Camera; for industrial, institutional and educational use. Produces useful pictures under conditions of poor light; feeds any TV receiver or monitor; unique packaging permits placement in ordinarily inaccessible areas; unitized construction with plug-in component chassis minimizes maintenance requirements.

●●● Take **TELEVISION,** for instance, and the work of General Precision Laboratory Incorporated, the GPE leader in the field. GPL's research, development and manufacturing activities in TV are concerned with quality equipment for theatre, studio, business, industrial, institutional and military TV and do not relate to the home TV field.

¶ GPL equipment was used for all video recording of the Coronation, both U. S. and Canadian. It is used by 90% of the studios equipped for video recording.

¶ The first appearance of a President on closed-circuit TV—President Eisenhower speaking from the White House to distinguished guests at the dedication of the Ford Research Center in Dearborn—was projected on GPL theatre equipment, producing fine quality pictures up to 65 feet wide.

¶ The same large-screen GPL equipment—and high quality, portable, intermediate size projection equipment newly developed by GPL—enabled guests assembled in several separate ballrooms of the Waldorf-Astoria to see and hear the Queen Mother at two New York dinners last Fall; made possible the historic 53-city TV hook-up which was a feature of GM's fifty-millionth car celebration. Both these types of GPL projection equipment also played key roles in the nationwide "heart-video-clinic"—the largest meeting of its kind ever held—attended by over 20,000 specialists in 35 cities. This GPL equipment is rapidly making closed-circuit TV a practical, everyday business and institutional meeting medium.



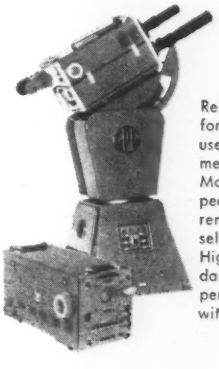
Intermediate Size Projection TV System; projects bright, clear pictures on screens from 3′ x 4′ to 9′ to 12′ Completely self-contained; easily transported; set up in matter of minutes; does not require skilled operator. Designed especially for medium sized theatres, hotels, clubs, schools and auditoriums.

¶ Many broadcast studios, including CBS's famous TV 61—the largest in the East, are exclusively equipped with GPL cameras and control equipment.

¶ New uses are developing steadily for GPL's "Bullet," the new, portable, easily operated, industrial television camera: in banks to speed service, eliminate congestion and reduce personnel costs; in railroads to better control and speed train make-up and freight car loadings; in industry to monitor and improve manufacturing processes, for surveillance and security, and to view hazardous operations.

GPL is a leader in military TV with its special and exacting requirements for airborne, shipboard and under-water uses and is also at work on color TV. A color film camera chain of high quality, for studio use, is in production and additional color equipment will be announced in 1955.

A broad description of the work of GPL and the other GPE Companies is contained in the GPE brochure, "Serving Industry Through Coordinated Precision Technology." For a copy, or other information, address:



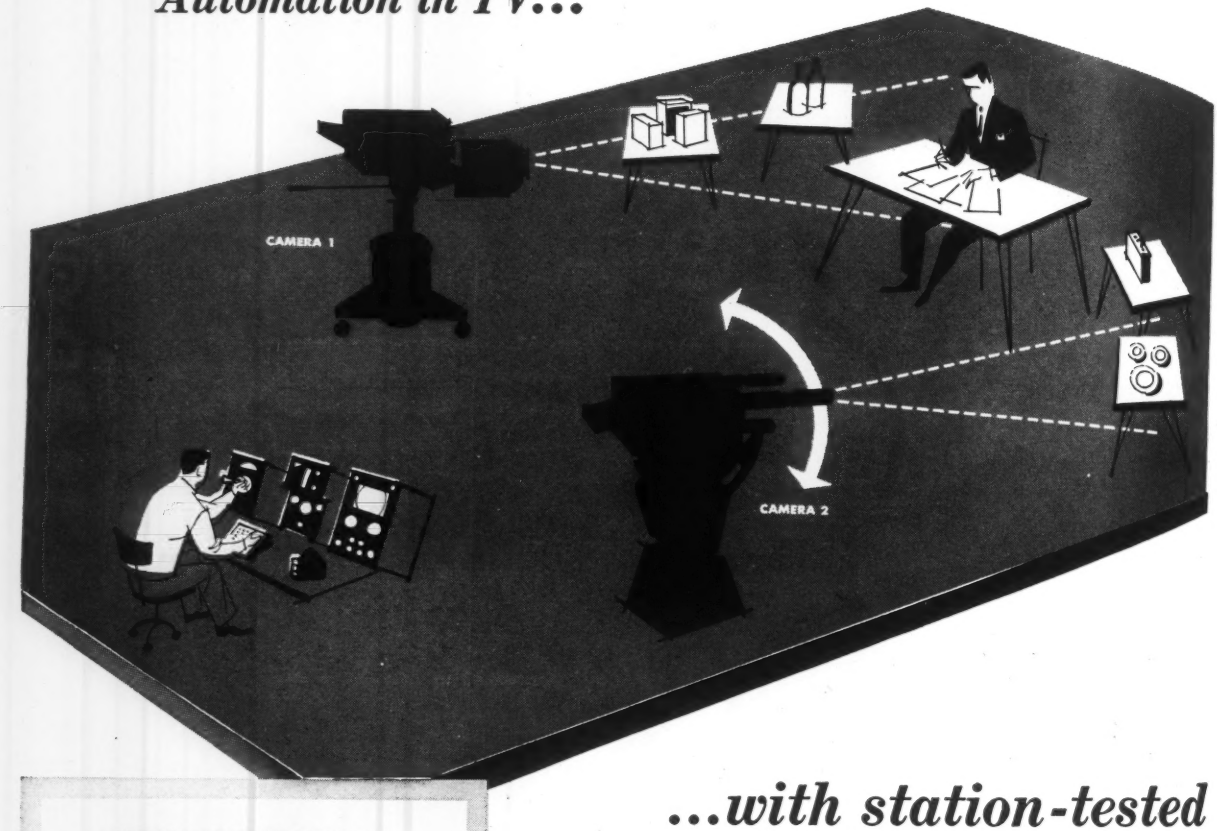
Remote Control TV Camera; for broadcast and industrial use. Pre-set control permits memory of 6 different shots. Mounted on servo-operated pedestal, provides complete remote control of lens selection, iris, pan and tilt. Highly useful for observing dangerous phenomena; permits broadcasting without use of camera man.

General Precision Equipment Corporation

92 GOLD STREET, NEW YORK 38, NEW YORK

NEW COST-CUTTING IDEA!

Automation in TV...



HOW IT WORKS!...

Camera 1, in scene above, is a GPL or other standard make, plus GPL-Watson Vari-focal lens with zoom and focus run from Control Room.

Camera 2 is a GPL full remote control: pan and tilt, lens change, focus and iris run by remote, plus a "memory" of 6 pre-set positions switched by push-button to correct aim, lens, iris and focus.

In typical sequence, station's day begins with newscast. Announcer is covered by 1 from close-up to full set, allowing optional use of wall maps, props or guest interviews.

Camera 2 covers active area and switches automatically by push-button to any of 6 easels or displays for advertising commercials.

Opening live news is followed by film and *entire first program is run with only two men in building.*

...with station-tested GPL studio technique!

This is a typical pattern of what you can do with equipment planned for quality with economical operation. There are many variants. Add a GPL-Watson 3″–30″ focal length lens to any make black and white or color camera–operate one camera only for most shows.

These are not dreams; smart station operators developed these techniques with GPL equipment. You can share in their savings.

GPL will be glad to analyze your present operations and give you engineering recommendations for a cost reduction program. For complete literature on remote control units and for engineering studies, at no obligation, write, wire or phone.

GENERAL PRECISION LABORATORY
Incorporated • Pleasantville, New York

A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION

GPL

local 250 w stations will be a brand new BC-250L, designed so that it can be increased in power at any time to 1 kw. This transmitter was designed to meet any future FCC ruling permitting Class IV stations to operate at 1 kw. Also to be displayed is Gates' new 5 kw BC-5E transmitter which does not have any external components. Another new transmitter is a 1,000-500 w unit designed for high fidelity performance, small in size, simple in operation and modern in styling. It is the BC-1J. A companion model, BC-500K is capable of being increased in power from 500 w to 1 kw at any time.

The new remote control system has 19 metering and 42 control functions. It was designed with the possibility that remote control of directional radio stations will be permitted.

Among the new audio products are a two-channel, lightweight remote amplifier and the Gatesway studio control console.

Personnel: P. S. Gates, president; L. J. Cervone, general sales manager; N. L. Jochem, engineering director; O. J. McReynolds, Washington district manager; Wallie Warren, Washington sales engineer; John Haerle, New York district manager; E. J. Wilder, New York sales engineer; Richard Spruill, Atlanta sales engineer; J. R. Eickmeyer, Quincy sales department.

General Communications

THIS firm's Broadcast Division Inc. in Exhibit Area Space 37 will show a complete line of studio video and audio control equipment. The units are designed to provide maximum facility control with a minimum of manpower. Devices are described as automatic and maintenance-free. New and expanded line of power supplies, individual voltage regulators, master power supplies, complete video and audio switching equipment for encoded color and monochrome, program line and camera switching, dial operated monitor switching and preset lighting controls for tv will be included.

Personnel: Earl D. Peterson, sales manager; Bill L. Dunbar, broadcast equipment sales; L. G. Pumroy, broadcast engineering sales; D. A. Puerner, and J. C. Hein.

COMPLETE line of studio video and audio control equipment is to be shown by General Communications.

General Electric Co.

GENERAL ELECTRIC will demonstrate its new equipment for color tv programming [B•T, May 9]. Also included in the GE exhibit will be a new 10 kw vhf transmitter, color transmitter terminal equipment, a new vhf helical antenna and a self-powered uni-level amplifier.

A brochure, *Film Center for Color Tv*, will be available in Exhibit Area 2.

Personnel: William J. Morlock, Technical Products Dept. general manager; Paul L. Chamberlain, broadcast equipment general manager; Frank P. Barnes, broadcast equipment marketing manager; C. Graydon Lloyd, broadcast equipment manager of engineering; Charles J. Simon, broadcast equipment manager of product planning; Albert F. Wild, broadcast equipment manager of sales, and the complete staff of broadcast equipment district sales managers.

General Precision Lab

GENERAL PRECISION Lab, in Room F204, and Exhibit Area 1, will show a new 3-Vidicon Color Film Chain along with new, low cost idea of making use of two cameras. One camera utilizes the GPL Watson Vari-Focal Lens with zoom and focus run from the control room and the second is mounted on a complete remote control pedestal providing remote control of pan and tilt, lens change, focus and iris plus a memory of six pre-set positions switched by push button to correct aim, lens, iris and focus. All of the GPL-Wickes line will be on display, including color gear.

Personnel: Dr. R. L. Graham, Blair Foulds, Dr. F. N. Gillette, N. M. Marshall, E. H. Lombardi, J. W. Belcher, M. J. Volpe, W. E. Smyth, R. H. Johnston, E. J. Manzo, R. K. Hunsicker, A. F. Brundage, G. Q. Herrick, L. L. Pourciau, A. C. Haemer, Tom Gullette.

GRAY Telop, with new features, that will be demonstrated.

Gray Research & Development Co.

REMOTE CONTROL will feature the presentation of Gray Research, which will be displayed in Room F114 at the Shoreham. Heading Gray's exhibit will be the new Gray automatic, remote-controlled 2" x 2" transparency slide projector which has a capacity of 72 slides. Also included will be the Gray Telop III, automatic opaque projector, and the 3B Telojector along with transcription arms and equalizers. Shoreham F114.

Personnel: Newland F. Smith, vice president, and Chester B. Hayes, general sales manager.

Graybar Electric Co.

GRAYBAR ELECTRIC Co. and a number of its suppliers will demonstrate a variety of equipment at the convention. On the main exhibit floor, Continental Electronics, a Graybar supplier, will demonstrate its new 1 kw am transmitter. Machlett, another supplier, will show, in addition to its present tubes, new designs created during the year. In the Graybar suite, Shoreham F100, 102, 104, complete multiplexing gear, automatic programming equipment and the Magne-Tronics music library service for the new multiplexed fm service will be demonstrated. Altec Lansing will display audio consoles, microphones and amplifiers in the Graybar suite in conjunction with the multiplex demonstration. The Diamond Power Specialty Corp. will have on hand its completely redesigned industrial tv camera, Other Graybar suppliers who will be present at or near the Graybar headquarters are Blaw-Knox Co., Ampex Corp. and Prodelin Inc.

Harwald Co.

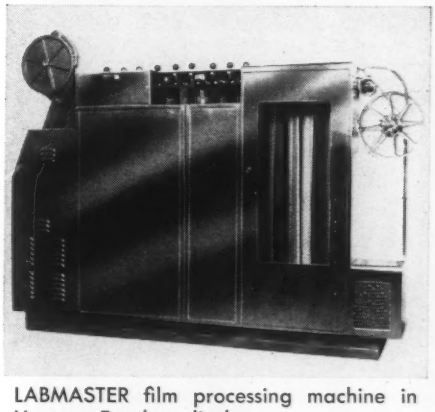
HARWALD Co. will have the following products on display in Room C-201 at the Shoreham: Inspect-O-Film Model H automatic film inspecting machine; Inspect-O-Film Editor Model K; Protect-O-Film cleaner and film conditioner, and Protect-O-Case, round, heavy-duty shipping case. The Inspect-O-Film Editor Model K is especially designed for use in tv stations which not only want the normal electronic inspection, cleaning and measuring process of the standard Inspect-O-Film machine, but, in addition to this would like to have an editor and sound reader incorporated into the unit.

Personnel: Robert Grunwald, president; John L. Remke, sales manager.

Houston Fearless

HOUSTON FEARLESS Div., Color Corp. of America, will feature the new Houston Fearless Model PD-7 Pedestal and the Labmaster Processing Machine, both recently added to the line. They will be on display in Space 22, Exhibit Area. Houston Fearless also manufactures tv and motion picture studio equipment, including automatic film processing machines, tv camera pedestals, dollies, cranes, tripods, tripod dollies, friction heads, cradle heads and microwave mounting equipment.

Personnel: K. B. Elliott, sales vice president; A. J. Kjontvedt, sales engineer; J. B. Olsson, sales engineer; J. L. Jiruska, eastern regional sales manager; R. T. Smith, eastern region sales engineer.



LABMASTER film processing machine in Houston Fearless display.

Hughey & Phillips Inc.

DISPLAY of Hughey & Phillips Inc. will be in Shoreham E105 and will feature a demonstration of its Remote Lamp Failure Indicator System which provides a transmitter operator a continuous and positive means of monitoring tower lamp conditions. Other items on exhibits will include the firm's combination photo-electric control and beacon flasher unit, unattended tower light control and alarm units, beacons and obstruction lights.

Personnel: J. H. Ganzenhuber, vice president and general manager; H. J. Geist, W. L. Hotz, R. L. Lang, M. J. Cudahy, H. H. Stanton, sales representatives.

Kay Lab

KAY LAB will show a complete vidicon camera chain for field use, including a vidicon camera with five-inch viewfinder, seven-inch field monitor and camera control, RETMA sync generator and master monitor with camera

LIGHTWEIGHT Kay camera with five-inch electronic viewfinder shown by Jan Golus, current Miss San Diego.

switcher and "A" scope. The RETMA sync generator features the new "phantastron" circuit which is noted for exceptional stability.

The equipment, in suitcase-type housings, features light weight, portability and low cost.

Also to be exhibited is a complete studio chain, including a slide projector and a film projector, operating into a multiplexer, and a single low cost vidicon camera small enough to be held in the palm. Exhibit Area 12.

Personnel: Richard T. Silberman, president and general manager; Richard H. Applin, factory manager; John P. Day, chief television engineer; Joseph S. Szewzuk, television engineer; Frederick L. Horman, Robert E. Patton and Martin F. Whitcomb, field representatives.

Kliegl Bros.

KLIEGEL's show in Exhibit Area 14 will feature the new 3/2 Fresnel Spotlight, 750 Fresnel, 3 kw Klieglight and Slide and Effects Projector. Other products shown will be its complete line of tv lighting fixtures, accessories, wiring devices and lighting, and switching and dimming equipment.

Personnel: Herbert A. Kliegl, vice president; Herbert More, tv sales representative.

Machlett Labs Inc.

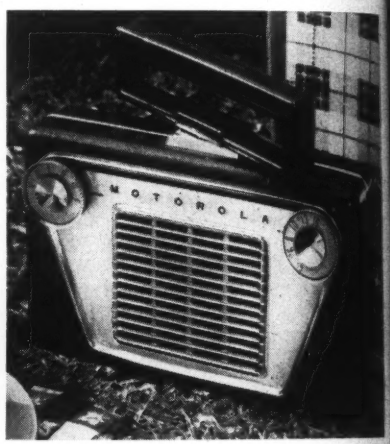
MACHLETT Labs Inc. will be located in Space 20 of the Shoreham Exhibit Area and will show high-power tubes for transmitting and communication application and will feature a new line of coaxial communications triodes.

Personnel: Rod Nelson, sales manager, and E. H. Gilbert, sales engineer.

Magne-Tronics Inc.

MAGNE-TRONICS Motivational Music, a new background music service for fm multiplex transmission, will be unveiled for the first time to broadcasters. Magne-Tronics Inc. will demonstrate its service at the Graybar Electric Co. exhibit in Rooms F-100-102-104 at the Shoreham. The Magne-Tronics repertoire consists of 5,000 selections "never before available for public performance." This library is augmented at the rate of 500 selections per year, including new titles, current hits and modern versions of standard favorites. Percy L. Deutsch, president of the firm, said that franchise applications are now being screened and exclusive territories are being allotted on the basis of non-conflicting signal coverage.

Personnel: Roger L. Thaxter, representative.



THIS new Motorola portable includes swivel handle that serves as antenna.

Motorola Inc.

NEW line of all-steel portable radios will be exhibited by Motorola, plus current line of auto receivers and clock radios. New steel portable is said to be rust-proof and break-proof, features high power battery, printed circuit and swivel handle which contains antenna. Exhibit Area 5A.

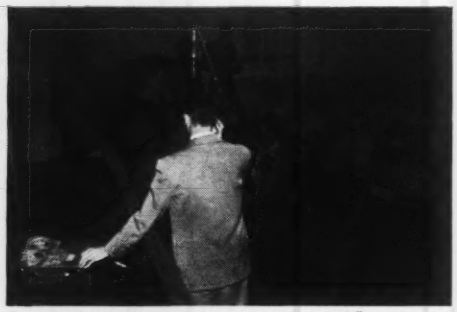
Multiplex Development and Multiplex Service Corp.

FEATURED for the first time anywhere Multiplex Service Corp. in Suite F-118 at the Shoreham, will offer those attending the NARTB convention an opportunity to see models of brand new equipment designed for fm multiplexing. On display, will be models of both transmitting and receiving equipment for multiplexing. Demonstrations of multiplexing will be given and recordings played of receptions of sub channel transmitters in the fringe area of WGHF (FM) New York. Full information on new revolutionary products possible, technical details, methods of conversion and aspects of multiplexing will be available.

Personnel: William S. Halstead, president, and Gordon B. Halstead, general manager.

At **WLAU**, 250 watts, Laurel, Mississippi

"EVERYONE IS SOLD ON THE AMPEX 600"

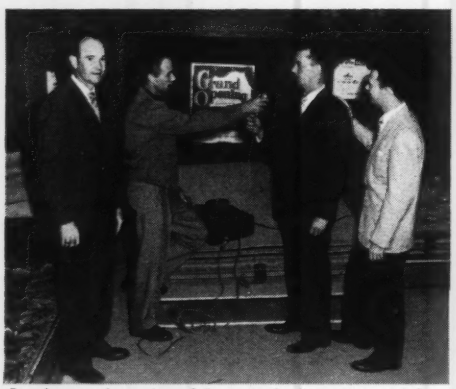


Every week WLAU pays an "Ampex visit" to a different county school for a program called "Salute to Jones County Schools".

"If the Ampex 600 were paid a salary, the figure would run into the overtime column every week. It is used by the salesmen, announcers and the sports man. Everyone is sold on its performance and it's especially popular because it is so light and easy to handle. Since the success of a small station greatly depends on good local programs with the personal touch, we feel the Ampex 600 is the practical and economical answer to a real need."

Norma H. Leggett

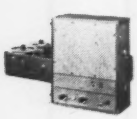
Mrs. Norma H. Leggett, Manager
Radio Station WLAU, Laurel, Mississippi



For the grand opening of Sears Roebuck's newest and finest store in Mississippi (in Laurel), the Ampex 600 taped an interview with every department head.

Our program director interviewing the manager of Jones County Auto Sales at the showing of the new 1955 Mercury. We taped every new car showing in Laurel.

Broadcast stations of 250 and 1000 watts are today discovering that for them too the Ampex Standard of Excellence pays for itself.



Ampex 600 portable tape recorder
Weighs just 28 pounds and has the Ampex standard of quality, reliability and durability throughout. Prices are $498 unmounted or $545 in portable case.

Ampex 620 portable amplifier-speaker
The perfect monitoring and demonstration unit, matches the 600 in quality, size and appearance, costs $149.50 in portable case.

Ampex 350 studio tape recorder
"The big Ampex" — versatile, adaptable and durable, uses large or small reels, 7½ and 15 in/sec. tape speeds and connections for remote controls. Prices are $1205 rack mountable and $1315 console.

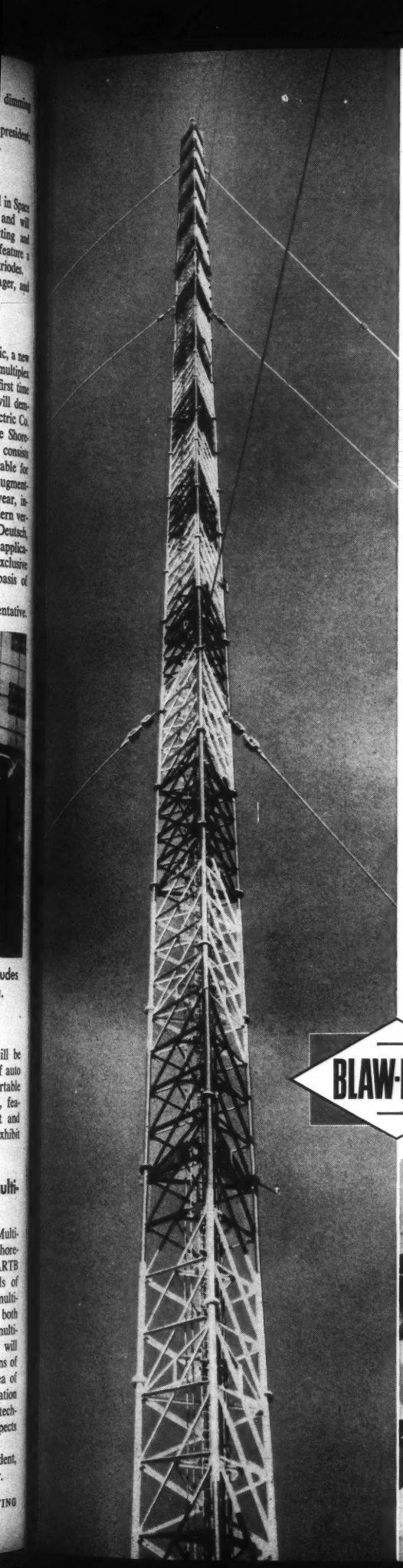
Signature of Perfection in Sound

For full performance specifications on these machines, write Dept. D-1882

AMPEX CORPORATION • 934 CHARTER ST. • REDWOOD CITY, CALIF.

DISTRIBUTORS IN PRINCIPAL U.S. CITIES
CANADIAN DISTRIBUTION BY CANADIAN GENERAL ELECTRIC COMPANY

AMPEX CORPORATION



. . . 1088 foot guyed tower designed for triple service

This triangular, guyed type 1088 foot tower . . . with insulated base and sectionalizing insulators at the 640 foot level . . . does triple duty for WMCT, Memphis, Tennessee.

The lower part of the tower is used as an AM radiator for WMC. In the portion above the insulator and just below the top is mounted an 8-bay FM antenna for WMCF. On top of the tower is a 6-bay super turnstile antenna for television station WMCT.

In addition to this main tower, they use three Blaw-Knox self-supporting 315 foot towers in nighttime directional operation . . . plus a 310 foot guyed tower for an auxiliary. So at this one station they have a total of five Blaw-Knox towers.

This unusual installation is typical of how we are prepared to cooperate with you on any antenna tower problem you may have.

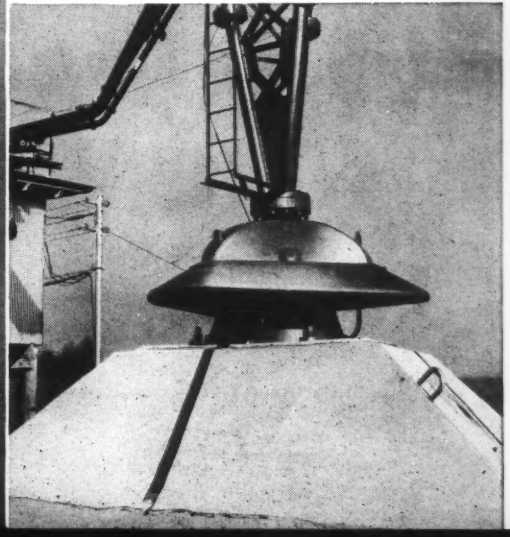
For more information on the many types of Blaw-Knox Antenna Towers, simply write for your copy of Bulletin No. 2417. Or, for prompt service send us your inquiry, specifying height of tower and type of antenna.

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION
PITTSBURGH 38, PENNSYLVANIA

BLAW-KNOX

ANTENNA TOWERS

Guyed and self-supporting types—for AM • FM • TV • microwave • communications • radar



Distributed by GraybaR

Looking skyward, note the solid round corner legs and the double laced structural angle bracing. Insert shows the triple unit compression cone base insulator.

SEE WHAT'S *New* IN THE TELEVISION INDUSTRY

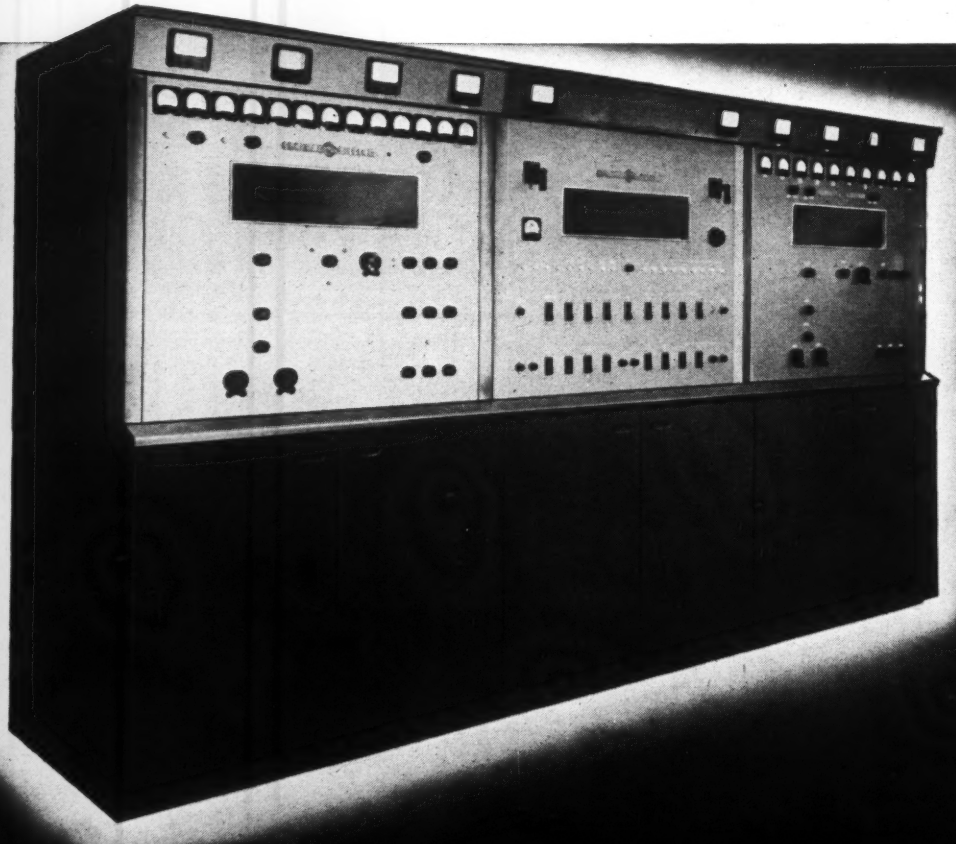
See Booth 2, G-E Exhibit

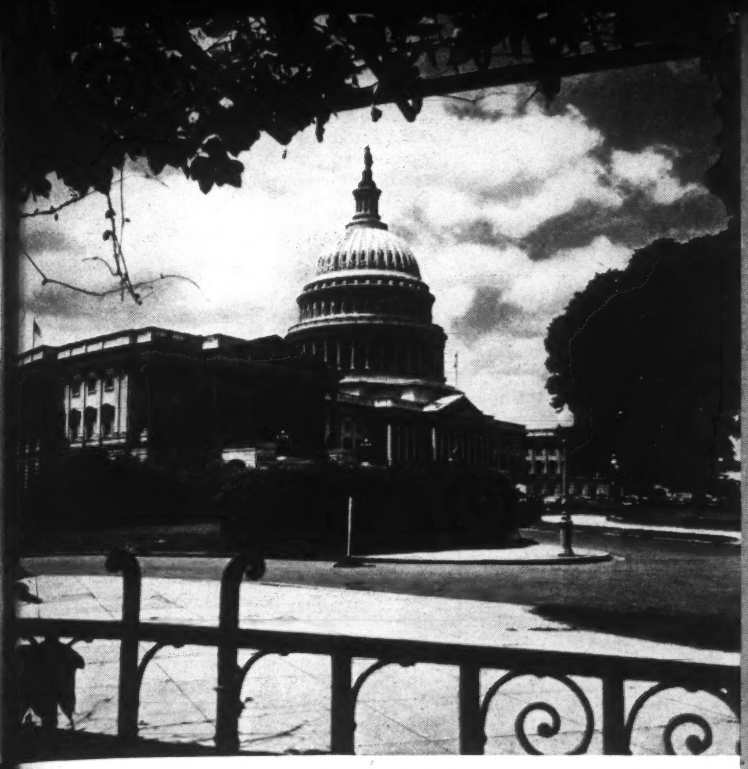
NARTB CONVENTION

Washington, D.C.

New! **10 KW VHF TRANSMITTER**

. . . joins General Electric's full Line of Station Power Packages. See the industry's newest transmitter refinements. Study the G-E 10 KW in the flesh—satisfy yourself on cost, design, and performance features.





SEE G-E's array of the finest new items for today's—and tomorrow's—television stations.

SEE one-tube color cameras shooting live skits and commercials.

SEE the complete Color Film Center in action. See the solution to flicker, jitter, weave, smear and registration problems.

SEE new plug-in studio gear, new color amplifiers, new color monitors, and many other new items.

SEE the men you know for the answers to your questions. Our district managers, top-notch engineers and headquarters staff will be on hand with the information you need.

Progress Is Our Most Important Product

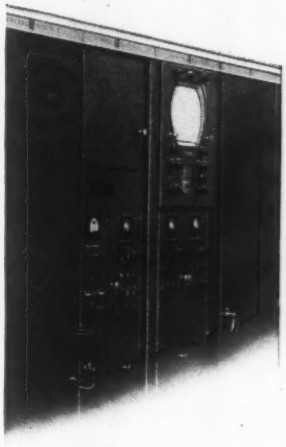
GENERAL ELECTRIC

New!

G-E COLOR FILM CENTER. See color quality from film at its best. Sharp, clear pictures with no registration problems.

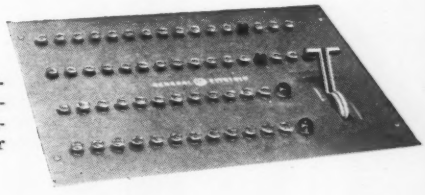
New!

G-E CHROMACODER SYSTEM. Review this key to practical, economical live color telecasting. Let your own eyes show you the "Y" channel advantages.



New!

G-E COLOR SWITCHING. See its convenience, accuracy, and superior picture quality.



New!

G-E UNI-LEVEL AMPLIFIER. See this completely self-powered unit that automatically supervises audio gain.

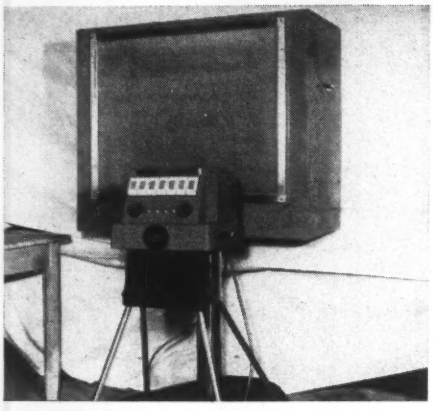
Multiplex Services Corp.

MODELS of new equipment designed for fm multiplexing, "featured for the first time anywhere," will be demonstrated in Room F118 at the Shoreham by Multiplex Services Corp. Models of both transmitting and receiving equipment for multiplexing will be shown in addition to demonstrations and recordings played of actual reception of subchannel transmissions in the fringe area of WGHF (FM) New York. Fm station owners, managers and engineers will be provided with "full information on new revenue producing possibilities, technical details, methods of conversion and other aspects of multiplexing." Shoreham F118.

Personnel: William S. Halstead, president; Gordon B. Halstead, general manager.

Musicolor Inc.

INNOVATION called Colorobot, which permits a montage of color to be superimposed on tv screens, will be exhibited by Musicolor Inc. at Room C202 of the Shoreham. Also to be displayed are Telecolor models of "The Light That Dances." Musicolor's exhibit will include rear screen projection and direct to camera or on film apparatus and devices that decorate walls and ceilings of studios and reception rooms.



COLOROBOT device developed by Musicolor Inc.

FM-SCA LICENSEES:

Present and Prospective

Make this top-quality, tape-recorded multiplex subscription service *exclusively yours!*

MAGNE-TRONICS Motivational Music

Visualize the profit potential and sales advantages of multiplexing a subscription music service offering fresh, new, sparkling music content never before available for public performance! The Magne-Tronics Musical Tape Program Service is just that—and it can be exclusively yours on terms determined by program and budget requirements.

Recorded on eight-hour tapes for automatic playback, Magne-Tronics Motivational Music is programmed from a master tape library of 5,000 smartly styled selections. 50 new titles, including current hits and modernized standards, are recorded and added to this repertoire every month.

Don't confuse Magne-Tronics with transcription libraries available to anyone which, when dubbed onto tape, are offered as exclusive. Magne-Tronics means tape to tape, not transcription to tape, programming. Magne-Tronics means exclusive in the strictest sense.

Franchise applications for the Magne-Tronics Musical Tape Program Service are now being screened and exclusive territories allocated on the basis of non-conflicting coverage.

Wire, phone or mail coupon today for franchise particulars and availabilities

MAGNE-TRONICS Inc.
122 EAST 42ND STREET
NEW YORK 17, N. Y.
MURRAY HILL 7-3935

MAGNE-TRONICS, INC.
122 East 42nd Street, New York 17, N. Y.

Please rush complete particulars on Magne-Tronics Musical Tape Program Service and exclusive franchise plan for FM-SCA licensees.

NAME.....

TITLE..... STATION.....

STREET.....

CITY..... STATE.....

Nems-Clarke Inc.

FIELD intensity meters, phase monitors, tv rebroadcast receivers and a line of video jack strips and patch controls will be exhibited.

Personnel: James Gilbert, Raymond Rosenberg, Allen Clarke, Ralph Grimm, K. B. Redding. Shoreham Room F-206.

Phelps Dodge Copper Products Corp.

PHELPS DODGE Copper Products Corp. will exhibit its Styroflex and its new Spirafil coaxial cable in Room F-113, Shoreham Hotel. Spirafil is a semi-flexible, aluminum sheathed coaxial line which is designed to eliminate radiation, has unlimited life, low attentuation and maintains relatively constant electrical properties over wide ambient temperature variations. Phelps Dodge also will show insulated wire and cable, bare and weatherproof wire and cable, magnet wire, copper and copper alloy pipe and tubing, condenser and heat exchange tubes and rod and bus bar.

Personnel: F. W. Lemly, manager, high frequency cable dept.; V. Clunet, Washington district manager; J. B. Lynch, sales engineer.

Philco Corp.

PHILCO will exhibit two complete operating 16mm and 35mm tv film systems. The display also will include newly-developed crossbar switches for local and remote video switching, a color processor, a pedestal gamma assembly featuring remote control and noise clipping circuitry, a new dual light source unit for standby use and several new items of color test equipment. Exhibit Area 27.

Personnel: J. D. McLean, vice president; G. A. Hagerty, industrial sales manager; F. F. Bartlett, supervisor, broadcast sales; J. B. DeWolf, supervisor, communication sales; J. R. McKenna, industrial product manager; K. C. Moritz, regional manager; W. F. Tait, assistant industrial sales manager—export; M. A. Williams, regional manager; J. F. Dawson, regional sales engineer; L. J. Boss, regional sales engineer; G. L. Ashby, regional sales engineer; R. A. MacDonald, regional sales engineer; J. J. Johnston, regional sales engineer; L. Kendall, regional sales engineer; C. M. Volkland, regional sales engineer; S. H. Wright, regional sales engineer; M. L. Gaskill, advertising and sales promotion manager; J. W. Mintzer, advertising department.

Prodelin Inc.

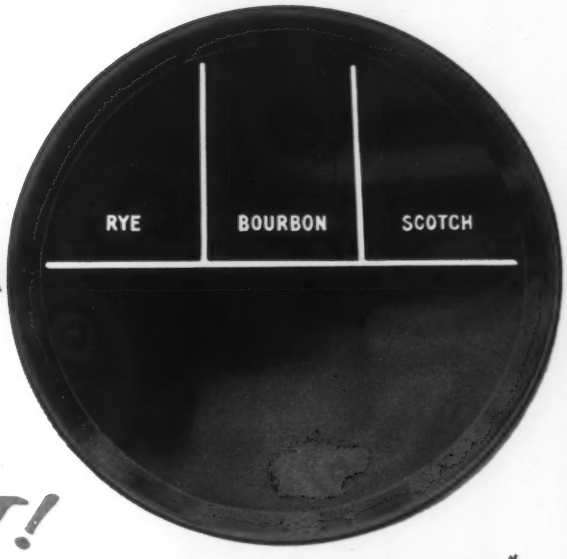
PRODELIN Inc. in Booth 29 at the Sheraton-Park will show for the first time its new low-power Cover-Loop uhf antenna, a fiberglas tube 12 inches in diameter which acts as support, housing and weatherproofing of the inside radiating elements. It is designed to operate on all uhf channels, has voltage standing wave ratio of 1.1 to 1 or better over several channels, power rating of 500 w, is omnidirectional. Price said to "fit comfortably" with that of low-power, low-cost broadcast and satellite stations. Three models of the Cover-Loop will be shown.

Personnel: L. A. Bondon, president; R. G. Maddox, vice president in charge of sales; R. F. Lewis, vice president in charge of engineering; J. F. Cosgrove, sales manager; W. C. Cothron, product planning manager, and G. A. Chadwick Jr., Washington representative.

FLASH!

TO RADIO and TV PROMOTION MANAGERS

ECONO-TRAY



SERVES THEM RIGHT!

At last! A low-cost premium that everyone on your advertiser and agency mailing list will appreciate and keep.

"THE BAR TRAY WITH AN IDEA"

IT'S BRAND NEW

If you've despaired of finding a "different" premium, ECONO-TRAY is your answer. There's nothing else like it!

IT'S USEFUL

Made of strong, durable plastic and 12½" in diameter, ECONO-TRAY has a copyrighted design with the words BOURBON, SCOTCH, RYE impressed in white on the tray with marked-off spaces for correct positioning of the drinks.

IT'S SMART

ECONO-TRAY is beautifully styled in maroon, brown or green, or in transparent red, blue or amber. It's fun . . . it's a conversation piece . . . it's a gift they'll be proud to take home and show their friends!

IT REALLY BUILDS GOOD WILL

Your call letters and address (or message) will be imprinted on the blank half of ECONO-TRAY . . . a constant and pleasant reminder because this tray will be constantly in use at happy moments.

BE THE FIRST TO PROMOTE BUSINESS WITH ECONO-TRAY . . . CALL OR WRITE FOR PREMIUM QUANTITY PRICES TODAY!

SELECTION OF ANY ADDITIONAL COLORS IN QUANTITY.

ECONO-TRAYS INC. 161 Canal Street, New York 13, N. Y. WOrth 6-1899

RCA Engineering Products Div.

THE LATEST engineering progress in decreasing equipment size and cost and improving performance will be shown by RCA in its exhibition of a completely equipped color television broadcast studio. Exhibit Area 24-25.

The studio will be in continuous operation during the trade show, demonstrating equipment for studio presentations and motion picture films and slides. It will be a major part of the overall RCA display, which also will include:

(1) A new type RCA color tv camera chain (TK-41) made possible by RCA's recently developed all-in-one color signal processing amplifier, and which, RCA says, represents a 25% reduction in the price of color tv camera equipment; (2) "Ampliphase" am broadcast transmitter (available late this year), a 50-kw, maximum power type using phase modulation principles to produce standard broadcasting signals; (3) A high-power broadcast microwave system (TVM-1A) designed for color telecasting requirements and for stronger and more stable tv signals over greater distances than comparable equipment, with 20 times the power margin of previous RCA equipment, capable of up to 10 kw ERP and producing 1-w power output on any frequency between 5850 and 7125 mc; (4) RCA color effects equipment enabling monochrome broadcasters to originate color commercials, program titles and station identification with color effects from black-and-white slides and art-work; (5) RCA Universal Multiplexer for color tv broadcasting (TP-15) permitting multiplexing of both single-V monochrome and 3-V color film camera chains so the same projectors can be used for both color and monochrome film projection.

SCALE model of the RCA exhibit is examined by (l to r) A. R. Hopkins, manager, broadcast equipment marketing; Theodore A. Smith, vice president and general manager, RCA Engineering Products Div., and John P. Taylor, manager, advertising and sales promotion.

Other RCA products will include studio three-speed turntables, tape recorders and audio consoles, broadcast microphones, transmitters and antennas and other equipment.

Personnel:

RCA—W. W. Watts, executive vice president, technical products; Theodore A. Smith, vice president and general manager, RCA Engineering Products Division.

RCA Engineering Products Division—M. C. Batsel, chief engineer; A. R. Hopkins, manager, broadcast equipment marketing; J. P. Taylor, advertising manager; V. E. Trouant, chief product engineer, broadcast engineering; E. C. Tracy, broadcast sales manager; M. A. Trainer, broadcast studio equipment manager; Henry Duszak, broadcast transmitting equipment manager; W. B. Varnun, broadcast equipment sales manager; Dana Pratt, broadcast field sales manager, and broadcast field sales representatives.

Raytheon Mfg. Co.

RAYTHEON's Equipment Marketing Division exhibit will be in Space 31 at the Shoreham Hotel. Raytheon will unveil a high-power companion to its KTR-100 series color microwave television relay system. Exhibit Area 31.

MR. McLAUGHLIN

The new system, the KTR - 1000 - A, Raytheon says, has 10 times the power but retains the portability and adaptability of the KTR-100. The KTR-1000-A is equivalent to 11 kw ERP, which gives it 10 db more signal strength and greater reliability for simultaneous transmission of audio and video on tv studio to transmitter links, remote pickups and intercity and network connections, Raytheon says.

Raytheon also will show its KTR-100-B, said to be the first microwave relay equipment adapted to the 13,000 mc band; a low-cost, two-way narrow-band fm communications link, the ACL-3 cuelink; a color monitor giving studio quality on a 15-inch picture tube suitable for rack mounting; a transistorized portable radio capable of running 2½ years without changing batteries.

Personnel: Daniel J. Webster, marketing manager; Albert E. Keleher Jr., communications products manager; Richard G. McLaughlin and Edward Alpert, assistant communications products managers; George A. Hinckley, field application engineer; Wilber G. Small, exhibits manager; William J. Monroe, Harold L. Herndon and Emile J. Rome, New Orleans, Cleveland and San Francisco district managers.

Rust Industrial Co.

REMOTE control equipment for broadcast transmitters will be shown in operation by Rust Industrial Co. in Space 6 of the Exhibit Area. A tv lighting panel for studio use will be shown. The remote equipment will dominate the exhibit. Operation of a dummy transmitter by means of a remote setup will be demonstrated. Some 30 accessory units will be shown.

Personnel: William F. Rust Jr., president; T. W. Forget, broadcast sales manager, and Robert Heath, sales representative.

Schafer Custom Engineering

SCHAFER exhibit in Shoreham G201, G202 will highlight the Harkins Fm Multiplex equipment, which will be demonstrated in action with actual broadcasts of a multiplex subcarrier on WWDC-FM Washington. Also shown will be Schafer's remote control systems.

Personnel: Paul Schafer; Tom Wallace Jr., national sales director; Dwight (Red) Harkins of Harkins Multiplex.

Standard Electronics Corp.

STANDARD ELECTRONICS, a Claude Neon subsidiary, will occupy Rooms F-101, 103 and 105 at the Shoreham. It will also display in Space 33 its new model TH-614-2 television transmitter. The TH-614-2 is a newly-developed 10 kw unit which makes possible "more savings than ever before in initial investment, space requirements, power consumption, operation, replacement and cost" without a sacrifice in "efficiency, obsolescence or ease of operation." Included in the display is a line of

SESAC, INC.

Serving the Entertainment Industry Since 1931

is happy to announce

the 10th birthday of

THE SESAC TRANSCRIBED LIBRARY

THE BEST MUSIC SESAC IN AMERICA

You are invited to Open House

May 22 - 26 Suite D 208-210

The SESAC Family

Shoreham Hotel NARTB Convention Washington, D. C.

OVER 40%

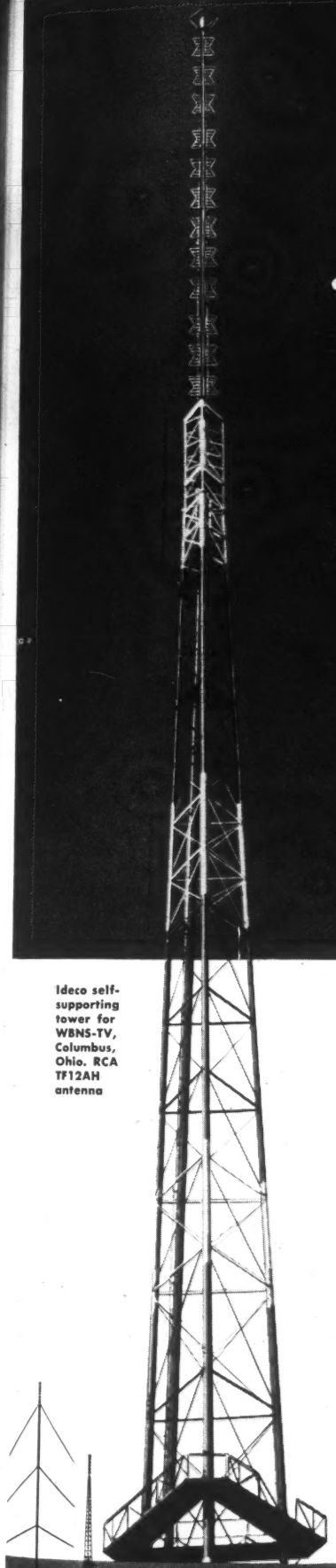
of all TV towers over 1,000 feet tall are towers by

IDECO

Of the companies who have built TV towers over 1000 feet tall throughout the country . . . IDECO has produced *twice as many* as the second company's total . . . *more* than all the other companies combined.*

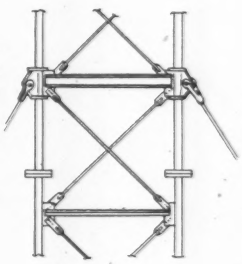
Look to experience you can see . . . dozens of successful television stations all over the country who now depend on the very best, Towers by IDECO. IDECO pioneered tall tower construction . . . built the country's first TV tower over 1000 feet . . . has built over 40% of the country's high TV towers over 1000 feet tall. Then, too, IDECO has built the tallest TV tower in the world . . . KWTV's 1572-footer in Oklahoma City. From the birth of broadcasting . . . IDECO has been building towers of all types and all heights . . . pioneering and perfecting the triangular tower . . . gathering experience in both guyed and self-supporting tower designs and construction to fit your demands.

*Tower height data from TV Factbook, spring 1955 edition.



Ideco self-supporting tower for WBNS-TV, Columbus, Ohio. RCA TF12AH antenna

Put this unparalleled record of tower experience to work for you. Under one contract, IDECO engineers will assume responsibility for your entire tower job. From initial planning through final inspection . . . place your confidence in IDECO. Get the facts . . . write IDECO, or contact your nearest RCA Broadcast Equipment representative.



Only Towers by Ideco offer this combination of structural safeguards: *no indeterminate stresses* caused by eccentricity at guy cable attachment points . . . *no loose gusset plate bolts* caused by vibration induced by reversal of stresses on girts and diagonals . . . *no cracked welds* on leg splices, caused by reversal of stresses on those welds.

Visit IDECO at the Shoreham . . . NARTB, May 22-26

IDECO®

DRESSER-IDECO COMPANY

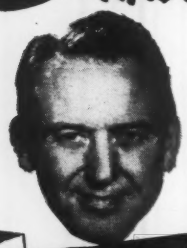
One of the Dresser Industries • Columbus 8, Ohio

Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.

Tall or short . . . for TV, Microwave, AM, FM . . . IDECO Tower "know-how" keeps you on the air

HERE THEY ARE!

3 TOP RATED transcribed RADIO SHOWS



Foley and his Ozark Jubilee network Stars with audience building appeal

Red Foley Show

SURE CURE FOR

Mirthful, musical variety plus the songs of the old "Pea-picker" himself

Tennessee Ernie Show

LOST LISTENERS

There's only one "Smiley" and he's at his best in this show

Smiley Burnette Show

● Time tested stars . . . appealing formats designed to capture and hold the greatest number of listeners . . . network quality production . . . at low budget cost . . . everything a sponsor wants . . . at a price he can afford!

FOR COMPLETE INFORMATION . . . about these 3 audience-getting shows, FREE AUDITION DISCS and costs, contact:

John B. Mahaffey ● E. E. Siman, Jr.

RADIOZARK ENTERPRISES, INC.

SPRINGFIELD, MISSOURI • PHONE 2-4422

NEW YORK Plaza 1-3366 | CHICAGO State 2-7494 | MINNEAPOLIS Lincoln 5689

DALLAS Prospect 3723 | LOS ANGELES Dunkirk 7-4388 | SAN FRANCISCO Sutter 5568

Amperex tubes featuring the AX9904R vacuum tube. The transmitter incorporates exclusive S.E. "patch over" and "add-a-unit" features.

Personnel: William H. Zillger, vice president; Harry R. Smith, manager, tv engineering; William H. Rappolt, manager, customers service, and midwestern district sales engineer manager; Stanley L. Chaikind, manager, marketing; Harry Craig, engineer, tv division, and district sales engineer managers James T. Campbell, mid-Atlantic; S. Perry Jenkins, southern, and Lewis E. Pett, western.

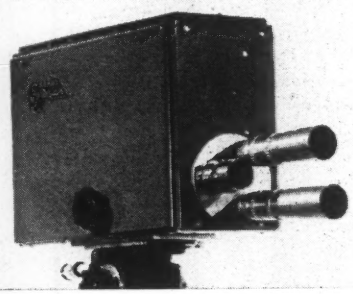
Sarkes Tarzian Inc.

COMPLETELY new line of television broadcast equipment, including microwave, will be shown by Sarkes Tarzian Inc. Packaged studio with live camera and vidicon film equipment will be demonstrated in Exhibit Area 35.

The firm has a new 16mm film projector designed specifically for tv. Unit incorporates all features of the more expensive projectors, the firm says, with 3-2 pulldown and 67% light application which makes it particularly suitable for Vidicon camera use.

New 2x2 slide projector, fully automatic and able to run 100 slides sequentially or individually, will be exhibited. A pre-set panel is available for use with the projector which will allow pre-setting of complete commercials.

Tarzian will demonstrate its Vidicon camera, suitable for studio or remote, which features resolution of 600 lines and 5-in. viewfinder. Other equipment to be shown includes video distribution amplifier, which will pass color signals and requires only 5¼ in. of rack space; complete audio equipment for tv, including monitor and limiter amplifiers, provisions for six mike imputs, nine remote imputs and two network imputs and is completely self-contained; completely packaged film chain with two 16mm projectors and new 100-slide automatic slide projector multiplexed into a video camera. Film control is contained in camera control console.



VIDICON camera with 5-inch viewfinder will be shown by Sarkes Tarzian Inc.

Personnel: Morton Weigel, plant manager; Biagio Presti, sales manager; F. Dan Meadows, commercial manager; Charles Tudor, purchasing agent; Ted Rhodes, production supervisor; Wendell Fuller, chief engineer; and engineers John Guthrie, Herschel Stanfield, Gus Abbott, Gene Keith, Bob McCoy, Melvin Jones, Bob Curl and Bill Norris.

Telechrome Sales Inc.

HIGHLIGHT of the Telechrome Sales Inc. display in Space 32, Exhibit Area, will be its new 3-vidicon color film chain which multiplexes three light sources—standard 16mm, 35mm or slide projectors—and in which the vidicon principle for black-and-white films is applied to color. The firm's compact 3-v package provides high quality color pictures and is easy to operate. Films of light and heavy density also are accommodated. The 3-v may be used as a single-channel monochrome film chain.

Telechrome will demonstrate equipment for converting stations to network color, station and field color test instruments and measuring equipment. From more than 150 different units, color facilities may be selected and integrated with existing station equipment.

Other featured equipment will be the automatic balance control for colorplexers, the Chromascope (vector display) which provides differential phase measurements to .01°, video transmission test equipment and the newest station color test and signal certification gear.

Personnel: H. Charles Riker, president; J. R. Popkin-Clurman, engineering director; John A. Rado, chief engineer.

TelePrompTer National Sales Corp.

EXPANDED USE of its equipment at tv stations will be highlighted at the TelePrompTer National Sales Corp. display, Space 23 in the Exhibit Area and Shoreham Rooms D215-217.

TelePrompTer also expects to show cueing equipment, a rear screen projection unit, automation devices and several developments in the field which the firm says are still confidential.

Personnel (TelePrompTer National Sales Corp.): Herbert W. Hobler, sales vice president; James Blair, assistant national sales manager; Selma Wickers, director of sales service, and Raymond Hagen, Chicago representative.

(TelePrompTer Corp.) Irving B. Kahn, chairman of the board; Hubert J. Schlafly, vice president for engineering; Rudy Vlasak, chief technician, Hollywood office, and Joe Kovalchik, chief technician, Chicago office.

Tel-Instrument Co.

TEL-INSTRUMENT Co. will display a new line of color equipment as well as its associated line of test equipment in Space 8 of the Exhibit Area. Type 2401 color monitor and Types 1312, 1314 and 1315 distribution amplifiers, video, subcarrier and sync, respectively, providing tv stations all the necessary test signals for internal use and local origination of color signals, are the latest additions to the firm's line. Tel-Instrument also will show Type 1105 10 mc video sweep generator; Type 2123 color RF picture signal generator; Type 2203 color sync generator; Type 2302 monochrome monoscope camera; Type 1115 differential gain and phase measuring set; Type 2610 matrixer and encoder equipment; Type 2031 color bar generator; Type 2700R phase equalizing filter; Type 1311 distribution amplifier; Type 1401S one amp plug-in regulators, and assorted regulated power supplies.

Personnel: J. L. Roemisch, president; D. L. Schacher, chief engineer; M. Star, engineer; E. W. Brinkerhoff, sales manager, and M. Silver, manufacturer's representative, L & M Assoc.

Tower Construction Co.

FIVE-FOOT sections of various types of towers will be shown, along with passive reflectors for microwave transmission. Models of microwave towers will be on display. Attending will be M. M. Lasensky, president; Allen C. Tilton, manager; Frank J. Little and Charles Wright, sales engineers. Exhibit Area 7.

Vandivere Labs

EQUIPMENT demonstrations of Vandivere Laboratories Inc. will be shown in the Gates Radio Co. exhibit in Space 36 in the Exhibit Area. Gates Radio is marketing the equipment for Vandivere. Automatic programming of radio-tv stations through use of the Model S-203 automatic sequencer, which "permits the preparation in advance of aural program material and subsequent automatic playback" will be demonstrated.

Personnel: Edgar F. Vandivere Jr., president; Jules Cohen, secretary-treasurer, and Paul Wimmer.

Low cost

FM MULTIPLEXING

is here!

on air demonstration
at the convention.

HEAR THE HARKINS MULTIPLEX SYSTEM IN OPERATION AT THE SHOREHAM HOTEL IN THE SCHAFER REMOTE CONTROL SUITE

MANUFACTURED BY HARKINS AND HERSHFIELD, . . . DISTRIBUTED BY PAUL SCHAFER CUSTOM ENGINEERING

EXHIBITORS WILL SHOWCASE LATEST WARES FOR NARTB

PROGRAM SERVICES: FROM ABC TO ZIV, ALL WILL BE THERE

ABC Film Syndication

EACH DAY of the convention ABC Film Syndication Inc., in Room C-200, Shoreham, will offer a special attraction, including personal interviews with famous stars, special pre-release screenings of upcoming series and unusual souvenirs for every member of the family. Products to be displayed include: *Passport to Danger* starring Cesar Romero; *Douglas Fairbanks Jr. Presents,* featuring a complete line of sales aids including two new merchandising items; *Sheena, Queen of the Jungle,* filmed on safari in Africa; *Racket Squad,* with a record 90% renewals; *The Playhouse,* with its 52 Hollywood and Broadway stars on exhibit, and *John Kieran's Kaleidoscope.*

Personnel: George T. Shupert, president; Don L. Kearney, vice president in charge of sales; John Burns, midwest manager; Lee Francis, promotion manager, and Nat V. Donato and Malcolm J. Kipp, both New York office account executives.

Associated Artists Productions

ELLIOTT HYMAN, president of Associated Artists Productions, will conduct film forums with visiting delegates in Room F218 at the Shoreham, where its hospitality suite will be.

Associated Press

THE ASSOCIATED PRESS feature exhibit at the NARTB convention will be the Photofax unit by which television stations can be linked to the Associate Press wirephoto network.

Photofax will receive automatically the complete picture output of AP's 68-bureau, 25,000-mile network.

Personnel: Oliver S. Gramling, assistant general manager in charge of radio-tv operations; Frank Stearns and Harry Snyder, Washington; Mark Knight, San Francisco; Al Stine, Kansas City and New York; Jack Weldon, Atlanta; Thomas Cunningham, Boston; Gerald Swisher, Chicago; Jerry Gill, Omaha; Justin Anderson, Kansas City; Robert Lee, Nashville; Keith Fuller, Dallas, and Paul Breining, Harrisburg, Pa. Sheraton Park, Madison Suite.

Atlas Television Corp.

SCREENINGS of new tv film offerings will be made on request by this firm, which also will have continuous showings of its children's series, *Captain Z-Ro,* which combines history with science fiction. Full line of merchandising aids, including toy robots and turbo-jets, will be displayed. Request shows include quarter-hour musical-variety *Notes & Nonsense,* featuring Alan Able as m.c.; half-hour *Family Theatre,* starring Joan Fontaine, Raymond Massey and others, and quarter-hour *Hollywood to Broadway,* interview show with John Conte. Shoreham F200.

CBS Television Film Sales

ALL present programs plus several new properties will be shown by CBS Television Film Sales in its exhibit rooms, which will occupy Shoreham Rooms A200-A207. Stars Gene Autry of *The Gene Autry Show,* Gale Davis of *Annie Oakley* and Dick Jones of *Buffalo Bill Jr.* will greet visitors. A CBS color tv set will be given away as door prize. As at last year's convention, CBS Newsfilm studios will film station executives with top stars, for shipment to the respective stations the executives represent, and as this year's convention is in Washington, congressmen and other government personalities also will appear with visiting station people. Material will be displayed on the following CBS Television Film Sales shows: *Annie Oakley, Amos 'n' Andy, The Gene Autry Show, Files of Jeffery Jones, Cases of Eddie Drake, The Range Rider, Holiday in Paris, The Whistler, Newsfilm, Eye on the World* and *Buffalo Bill Jr.,* in addition to the new series to be announced at the convention.

Personnel: Leslie Harris, vice president-general manager; Fred J. Mahlstedt, director of operations and production; Wilbur S. Edwards, general sales manager; Walter A. Scanlon, sales promotion manager; Howard L. Kany, manager; Jack Bush, manager of production.

Muzak* CORPORATION

MEMO from Ed. Hochhauser, Jr.

Lee Little of KTUC, Tucson says. "After only 4 months, our MUZAK franchise is proving a most profitable supplement to our station operation."

Broadcasters... MUZAK offers you a once-in-a-lifetime opportunity to increase your station's income by putting you in the functional music business.

For over 20 years, functionally engineered "Music by MUZAK" has been a proven management technique of America's most successful companies—companies concerned not only with plant and office efficiency and productivity, but also with employee morale and sense of well-being.

There's a ready market for MUZAK in your city.

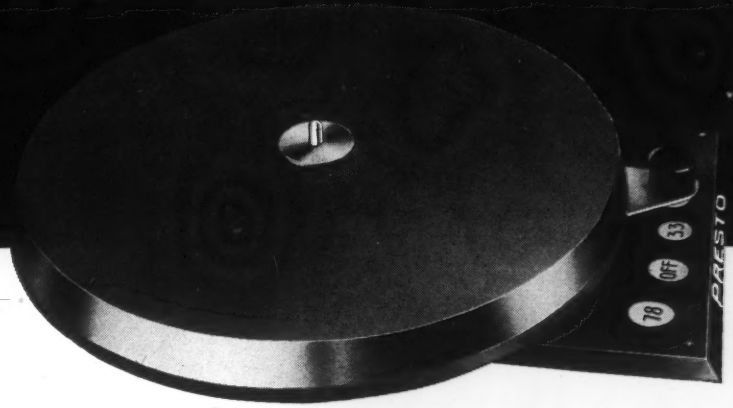
MUZAK Corporation—221 Fourth Ave.—New York 3, N. Y.

MUZAK, *Reg. U. S. Pat. Off.* ORchard 4-7400

As a convenience to broadcasters interested in finding out more about MUZAK affiliations, MUZAK has arranged for Hospitality Suite B411-415 at the Sheraton-Park Hotel during the N.A.R.T.B. Convention in Washington. We'd be pleased to see you there. An advance appointment is suggested.

MUSIC by Muzak

Here's the turntable professionals want in their own Hi-Fi setups



...and here's the 16" version for home or professional use!

PRESTO T-68 TURNTABLE

The first completely professional 16" turntable that's moderately priced — thanks to PRESTO's streamlined shift design. Like all PRESTO units, T-68 offers the reliable performance that is vital in 24-hour-a-day transcription work. It's ideal for disc programs, sound effects, client auditions, dozens of jobs... and it's wonderful for the home with a fine hi-fi collection.

T-68 specifications: turntable speeds — 33⅓, 45, 78 rpm • weight—7 lbs. • panel size — 8" x 11" • speed accuracy—max. variation 0.25% • clarity — 50 db below 7 cm/sec. signal • $79.50 with hysteresis motor, $134.

the all-new

PRESTO T-18

streamlined inside and out ...delivers top professional performance with incredible ease of operation

12" diameter...only $53.50 with hysteresis motor, $108

Nobody knows better than the hi-fi expert how good the T-18 turntable really is. T-18 fills your every requirement for performance and value...is a natural choice for your home, as well as your studio and control room.

The most exciting feature of PRESTO's T-18 is a revolutionary 3-way shift — the flick shift. A simple sideway motion of the single control lever selects any speed — 33⅓, 45, 78 rpm. Complicated up-and-down motions are eliminated because the 3 idlers are mounted on a single movable plate. Just a flick automatically engages the proper idler for the desired speed! There are no trouble-making arms or shift cams. The mechanism is streamlined down to essentials—without sacrificing a decibel of quality.

Other advantages — extra heavy weight wide-beveled table, precision deep-well bearing, built-in 45 rpm adapter, and smart modern styling in brushed chrome and telephone black. A remarkable hi-fi instrument!

PRESTO RECORDING CORPORATION
PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.
Canadian Division: Instantaneous Recording Service, 42 Lombard Street, Toronto

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

GREATER STRENGTH at any height

Small or tall, Emsco TV Towers have the advanced design and superior structural features that assure greater strength and dependability. Each tower is custom engineered to meet individual requirements for height, weight loads and weather conditions.

Emsco towers incorporate a unique beam leg section.* This inherent geometric pattern affords a substantial saving in weight . . . a relative increase in strength . . . a reduction in foundation costs.

Bolted construction permits quick, sure visual inspection. Hot Dip Galvanizing reduces maintenance costs . . . insures long structural life. Rigid RETMA or AISC standards are met.

For guyed or self-supporting towers unequalled for safety . . . structural rigidity . . . and economy, specify Emsco. Prompt delivery assured.

** Patent Pending*

Typical Emsco guyed TV Tower, Houston, Texas

Cheryl Tv Corp.

EXHIBIT of Cheryl Tv Corp., in Room F-207 at the Shoreham, will feature 20 post-war feature films including "A Walk in the Sun" and two 1953 Technicolor productions. In addition, the firm will display 52 *Wrestling From Canada* hours and 104 *Wrestling From Canada* half hours. All have been filmed in 1955 and will be available June 20. Cheryl also will show *Melodrome*, an hour-long drama series designed for daytime use. Each program is 54 minutes long, with eight commercial breaks.

Personnel: Si Lipsom, president; John A. Ettlinger, national sales manager, and Roland Beaudry, Canadian Div. manager.

Flamingo Films

EXHIBIT of Flamingo Films in Suite F-207 will center around *Stars of the Grand Ole Opry, Hollywood Preview, Beulah, Flamingo Features, Cowboy G-Men* and *Tv's Baseball Hall of Fame* series.

Personnel: Sy Weintraub, president; Ray Hamilton, New York; Dave Wolper, Los Angeles; Ken Rowswell, Dallas; Charles McGregor, Chicago; Ken Israel, Pittsburgh; Ira Gottlieb, Boston.

General Teleradio Film Div.

DISPLAY of General Teleradio Film Div., in rooms D-204 and D-209 at the Shoreham and a hospitality suite at Sheraton-Park's Rooms 774-6-8, will include *Uncommon Valor* and *Gangbusters* series; GT's 30 major feature-length "A" films; a new package of "A" feature length movies, *Greatest Drama* series, *Exclusive* with Fulton Lewis jr., and the General Teleradio Film Library.

Personnel: Thomas F. O'Neil, president; Dwight Martin, vice president and director; Peter M. Robeck, sales manager; Robert A. Schmid, vice president; Robert Elliott, advertising director; Sumnar Moulton, promotion director; Arnold Roston, associate director of advertising and promotion; Francis X. Zuzulo, publicity director; Wade Barnes, account executive, southwest division; Max Bradbard, northeast division; Richard B. Buch, southern division; William Finkeldey, eastern division; Charles Morin, western division; Richard Wittwer, middle western division, and John Begley, Arnold Kaufman and Robert Manby.

Harry S. Goodman Productions

NEW tv and radio properties will highlight the exhibits of Harry S. Goodman Productions in Rooms D-211-213 of the Shoreham. Among new shows to be shown is *A Word From the Stars*, described as "a new concept in live film packages," with each program featuring four Hollywood stars and a contest for viewers "that produces store traffic for the sponsor." Each visiting agencyman will receive a little "Oscar" and each day a drawing will be held for an original oil painting.

Guild Films Co.

UNVEILING and special showings of its new tv film properties, *The Goldbergs* and *Confidential File*, will highlight the Guild Films exhibit in Shoreham D-200. *The Goldbergs*, on which production was launched in New York early this spring, is based on the human interest and family theme which characterized it for 25 years on radio and tv. Documentary series *Confidential File*, starring columnist Paul Coates, presents interviews with actual persons involved in the country's social problems. *It's Fun to Reduce*, released recently, will be screened for delegates and guests. Guild's newest shows, *I Spy, Brother Mark* and *The Ina Ray Hutton Show*, will be screened if prints are available in time.

Personnel: Reub Kaufman, president; Aaron

Welcome

N.A.R.T.B.

TO THE NATION'S CAPITAL

Capitalize On Your Trip

COME AND SEE US

"One of the Most Complete Service Facilities in the East"

STUDIOS
105 11th St., S.E.
Lincoln
6-8822

CAPITAL FILM LABORATORIES, INC.
Formerly McGeary-Smith Laboratories, Incorporated

1905 FAIRVIEW AVENUE, N. E. • WASHINGTON 2, D. C.

Telephone: LAwrence 6-4634

Scotch Track Process • RCA Sound Recording • Scientific Processing
Creative Editing • Matchless Printing

Katz, vice president and treasurer; E. L. Shainmark, vice president in charge of public relations; Manny Reiner, vice president in charge of sales; Joseph P. Smith, vice president and syndication sales manager; Erwin Ezzes, feature film sales manager; Karl Gericke, sales administrator; Monroe Mendelsohn, sales promotion director; Arthur Gross, client service dept. director; Curtis Kaufman, assistant client service dept. director; David Savage, executive assistant to the president, and a number of regional sales managers.

Hollywood Television Service Inc.

IN SUITE G-204 of the Shoreham Hotel, Hollywood Tv Service will offer its new package known as the Diamond group and *Bill & Coo*. This series of features costs upwards of $20 million to produce, the firm says. Other products offered will include its "Emmy" award winner *Stories of the Century*, 237 full length features, and 116 outdoor action features.

Personnel: Earl R. Collins, president; Richard G. Yates, vice president; Jake Flax and Sam Tabor, sales representatives.

International News Service

SUITE F209 at the Shoreham Hotel will be the headquarters for International News Service. Sound-on-Fax, the INS facsimile method of sound transmission, will be demonstrated simultaneously with picture transmission.

Screenings of INS newsfilm will be shown. INS radio-tv clients' photographs and taped comments will be made available to their respective stations via fax line.

Personnel: Robert H. Reid, tv sales manager; John M. Cooper, radio-tv news director, and Fred Methot and Hugo Seiler, sales staff.

Keystone Broadcasting System

COVERAGE MAPS and tv overlays will highlight the exhibit of the Keystone Broadcasting System with headquarters at the Sheraton Park Hotel A 711-15. Additionally, a bulletin board will display advertising done by Keystone, and B•T showsheets which the network sends regularly to agencies and its 835 affiliates.

Personnel: Noel Rhys, vice president; Edwin R. Peterson, vice president; Blanche Stein, director of station relations, and Charles Hammarstrom, account executive.

Lang-Worth

LANG-WORTH will display a new copyrighted commercial spot service, expressedly tailored for local sponsors.

Personnel: C. O. Langlois, president; John D. Langlois, sales manager and secretary; Winnie O'Keefe, vice president; Hugh Allen, west coast representative; Bob Hall and Ed Gardiner, salesmen, and Spenca Caldwell, Canadian representative. Shoreham, Suite E100.

MCA-TV Ltd. Film Syndication Div.

CONVENTION exhibit of MCA-TV Ltd., Film Syndication Div., will be built around "Operation A-W." Described as a "top secret" project, MCA-TV revealed, however, that it will include Guy Lombardo and orchestra, Thomas Mitchell and Preston Foster. Shoreham B 200.

Muzak Corp.

HOSPITALITY suite will be maintained in the Sheraton Park, B 411-15, by Muzak, functional music organization. Attending will be Charles C. Cowley, Muzak executive vice president, and Ed Hochhauser Jr., vice president and director of merchandising.

National Telefilm Assoc.

"WHAT'S COOKING at NTA!" is the theme of the National Telefilm Assoc. Inc. exhibit at the NARTB convention. Shoreham F 203, 205.

MR. LANDAU

"Fabulous Forty" —a group of feature films released for tv and starring internationally-famous stars —will be introduced. The availability of two new syndicated series — *Police Call*, 26 half-hour dramas of cases taken from police files of various countries, and *The New Adventures of China Smith*, 26 episodes starring Dan Duryea in the sequel to the *Adventures of China Smith*—also will be announced.

Personnel: Ely A. Landau, president; Oliver A. Unger, vice president; Harold Goldman, vice president in charge of sales; Edythe Rein, assistant to the president, and Martin Roberts, director of promotion and sales service.

NBC Film Div.

NBC FILM DIV. will screen its new properties, *Steve Donovan, Western Marshall* and *The Great Gildersleeve* in Shoreham D-212-214. Now in its third year as a major operating division of NBC, the organization's roster of 18 syndicated tv film programs include *Dangerous Assignment, Hopalong Cassidy, Inner Sanctum, The Adventures of the Falcon* and re-runs of such tv network programs as *Victory at Sea* and *Badge 714* (formerly *Dragnet*). NBC Film Div. also operates the NBC Film Library with its 30 million feet of cross-indexed film, including 10 million feet of *March of Time* film library footage.

Personnel: Carl M. Stanton, vice president in charge of the division; Edgar G. Sisson, director; H. Weller Keever, national sales manager; Leonard C. Warager, eastern sales manager; Daniel M. Curtis, central sales manager; Clifford E. Ogden, western sales manager; Frederick Jacobi, publicity manager, and Jay H. Smolin, advertising and promotion manager.

MR. STANTON MR. KEEVER

Official Films

OFFICIAL FILMS' plans for a concentration of effort on 10 syndicated shows stressing the "pre-tested, proven value" of the properties and the "complete versatility and programming" that can be obtained through their use. On exhibit in Rooms C-203 and C-205 at the Shoreham will be Official's four newest properties: *My Little Margie, The Stu Erwin Show, Overseas Adventure* and *Dateline Europe*. The latter two series are new titles for *Foreign Intrigue*. Also on display will be *The Star and the Story, This Is Your Music, My Hero, Colonel March of Scotland Yard, Terry and the Pirates* and *Secret File, U. S. A.*

Personnel: Herb Jaffe, executive vice pres-

STANDARD is the
BUY-WORD
at the Convention

the only Services you can
BUY and OWN FOREVER!

The Complete Standard Program Library
• over 5000 musical selections • over 400 commercial aids

The Partial Standard Program Library
• your choice of any 100 discs

The "Shorty-Tunes" Monthly Release
• 20 bright brief instrumental hits

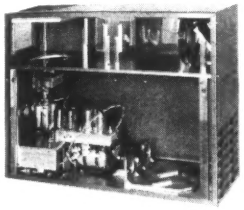
The Super Sound Effects Library
• over 1000 subjects • the biggest and best catalog in the world • special starter package of 25 "BEST" records

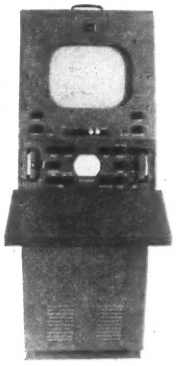
Visit us in Room E103 Shoreham Hotel

STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Avenue, Chicago 1, Illinois

In Monochrome!

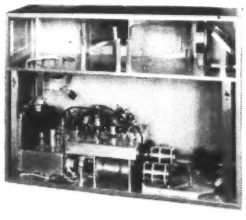
Top quality monochrome reproductions provided by single camera channel. Console has built-in power supply and single scope for monochrome use . . .

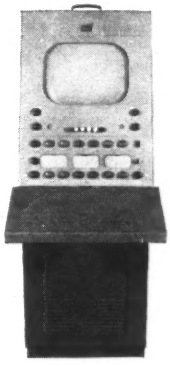


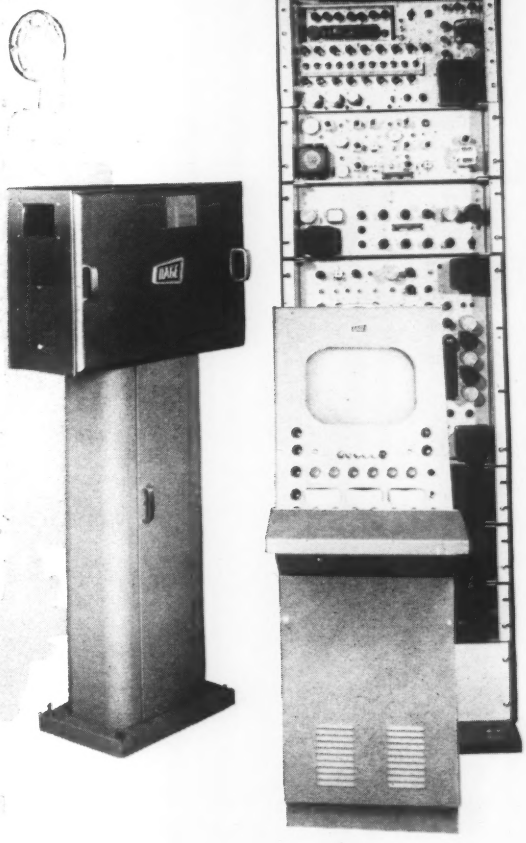


In Color!

Two camera channels, shading generator and rack mounted power supply are added; three-scope unit replaces monochrome scope. We do the work.







NOW—MONOCHROME or COLOR

WITH THE NEW DAGE COLOR-VISION SYSTEM!

Station Owners, Managers, Engineers—here's the way to buy your color film equipment. Purchase the finest monochrome chain which occupies no more space than your existing equipment. Then, when *you* are ready, add the color components, and without loss of air time you have color facilities. We supply the engineer. You may, of course, purchase the complete color system initially if you wish. The cost for the entire system is attractively low. Your investment in money and space is protected by the Dage Plan.

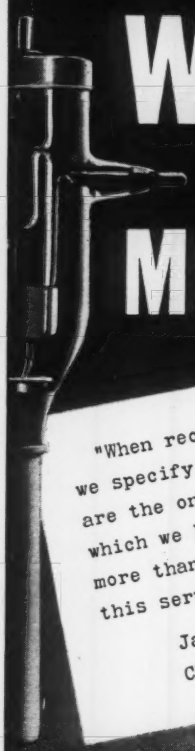
Phone, write . . . or wire collect for complete specifications and demonstration details. Be sure to see both color and monochrome system demonstrations at NARTB. Before you buy—*see Dage Color!*

New Dage COLOR-VISION System Features

• Fast warm-up time • Compact design . . . occupies approximately 48 sq. ft. of floor space • Prompt delivery • Advantages of vidicon for film use • Low power consumption • Superb performance in either color or black and white • Complete package: Camera, Console, power supply, color or monochrome monitor.

Visit with us, Booth No. 3, Heavy Equipment section at the NARTB. See this color and monochrome equipment—as well as a complete TV station—in operation. Ask for your free copy of new helpful folder: "Practical Planning for Color."

DAGE TELEVISION DIVISION | THOMPSON PRODUCTS, INC., MICHIGAN CITY, INDIANA



WCAE
SPECIFIES
ML-892

"When reordering 892's we specify Machlett. They are the only make 892 from which we have received more than 10,000 hours in this service."

James H. Greenwood
Chief Engineer, WCAE

How do you choose the best transmitting tube?

Data sheets won't tell you . . . but tube performance, backed by the manufacturer's reputation, will!

Choose Machlett and you find . . .

57 years electron tube experience.

Leadership in high vacuum technique.

Design superiority in high power, big tube ruggedness and reliability.

A specialist whose reputation has been achieved solely by the production of highest quality electron tubes.

MACHLETT

Machlett tubes are distributed by **Graybar, Westrex, Dominion Sound.**

For full information on Machlett's extensive line of broadcast tubes, write

MACHLETT LABORATORIES, INC.
Springdale, Connecticut

ident and sales director; Herman Rush, vice president and head of western division; Jack Garrison, midwest sales manager; Frank O'Driscoll, eastern sales manager; John Newman, director of advertising and publicity; Jeff Davis; Art Breecher; Jay Williams; Jerry Lee; Dave Abbott.

Screen Gems Inc.

BLOW-UPS of stills from Screen Gems network and syndicated film series will be on display in Shoreham Hotel Suite D-219-221. Merchandising items available for use in connection with some of the programs also will be shown.

Besides promotional material on each of the series, a 16mm projector, mounted inside a

MR. WHITE MR. MITCHELL

21-inch tv set, will be in use showing a 10-minute clip of the openings and closings of SG programs. Screenings of SG properties will be made on request.

Personnel: John H. Mitchell, vice president in charge of sales; Ben Colman, eastern syndication sales manager; Henry W. White, advertising director; Frank Young, press director, and Henry Gillespie, southern sales manager.

SESAC Inc.

SESAC Inc. will have available at its exhibition in Shoreham Rooms D-208, D-210 auditions from its Catalog of Bridges, Moods & Themes. Other transcribed SESAC selections also may be heard.

Personnel: Alice J. Heinecke; Evarard S. Prager, assistant to the president; Robert Stone, director of program services; Jim Myers, director of station relations; Max Lerner, legal department; Louis E. Tappe and Sid Guber, station relations; David R. Milsten, western counsel and Harold Fitzgerald, M. K. Vickrey, and Glenn Ramsey, field representatives.

Standard Radio Transcription Services

OVER 5,000 musical selections plus 400 commercial aids will be among the exhibits of Standard Radio Transcription Services, which will show its libraries and services in Room E-103 at the Shoreham. The company's monthly service of 20 popular selections in 1½-minute arrangements, called "Shorty-Tunes," will be on hand, as well as "Super Sound Effects," recorded from life, and the "Mood Music Library," with over 150 cuts of openers, closers and bridges.

MR. BLINK MR. STONE

Personnel: Milton M. Blink, president; Wallace E. Stone, vice president.

RCA Thesaurus

RCA THESAURUS' 20th anniversary will be the theme of the firm's participation in the convention at suite G-100 of the Shoreham. Visitors to the display rooms will receive souvenier gifts, described as "something so personally significant there is nothing to match its individual meaning for the owner." Seven major prizes, including an RCA air conditioner, a high fidelity phonograph and a clock radio also will be awarded. Schedule of new "20th platinum anniversary features" will be announced, including the *Grantland Rice Story*, *Frank Luther Fun Hour*, *Great Days We Honor* and *Do It Yourself*. These shows, officials say, mark an extension which "starts an entirely new library programming concept."

Personnel: Emanuel Sacks, vice president and general manager, RCA Victor Record Div.; H. L. Letts, assistant general manager, RCA Victor Record Div.; James P. Davis, manager, Custom Record Div.; A. B. Sambrook, manager, recorded program service sales; Ben Selvin, artist and repertoire manager; Frank J. O'Donnell, advertising and promotion manager; Donald Axt, manager, commercial research; William F. Reilly, central sales manager, Chicago; William C. Gartland, western sales manager, Hollywood; George Field, northeastern sales representative, New York; Wallace Cochran, southeastern sales representative, Atlanta; Hugh Grauel, central northwestern sales representative, Chicago; Gus Hagenah, central northeastern sales representative, Chicago; Robert Fender, southwestern sales representative, Dallas.

Sterling Television

STERLING Television, in Shoreham's Suite C-204 will feature around-the-clock programming, with emphasis on *Movie Museum* and *Tales of Tomorrow*.

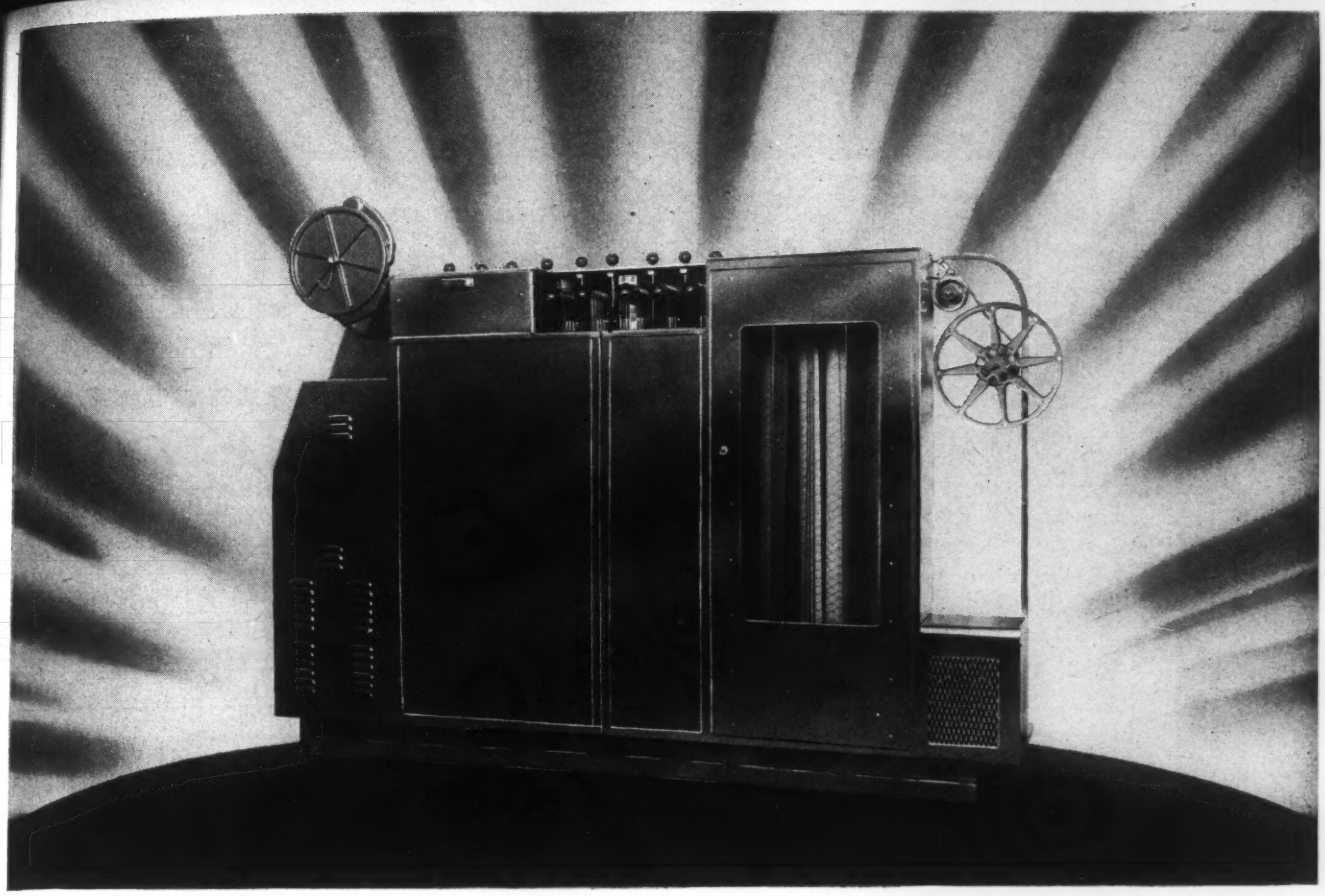
Personnel: Saul J. Turrell, president; Bernice Coa, sales vice president; Carl Russell, in charge of Chicago office; Ted Perch, in charge of Atlanta office; Elliott Abrams, in charge Cincinnati office, and Alan Gleitsman, Northeast region.

Television Programs of America

THEME of the Television Programs of America Inc. exhibit, in Rooms B-202-204 at the Shoreham, will be "Hats Off to TPA Winners," keying a giveaway of hats of all descriptions, which represent the various TPA series. Special prizes consisting of certificates for Stetson Hats also will be awarded. TPA will review facts and figures of seven of its top syndicated series: *Lassie* (Emmy winner); *Halls of Ivy*, *Ramar of the Jungle*, *Captain Gallant of the Foreign Legion*, *Edward Arnold Star Showcase*, *Adventures of Ellery Queen* and "Edward Small Features."

A new series, the name of which is not yet revealed, will be introduced. It will link entertainment with the station's public service responsibility. TPA merchandising items, promotion and point-of-sale material will be shown.

Science in Action, award-winning series produced by California Academy of Sciences on KRON-TV San Francisco, will be made available to local stations and advertisers on a syndicated basis. The series shows through dem-



A SENSATIONAL NEW PROCESSOR!

at a sensational low price!

ALL NEW
HOUSTON FEARLESS
LABMASTER
16mm Motion Picture Film Processor

Never before has there been a motion picture film processor so easy to operate . . . so completely dependable in quality results . . . so reasonably priced! The New Houston Fearless Labmaster has been specifically designed for TV and film studio use where fast, quality processing must be achieved on a small budget. Daylight operating. Completely self contained. In-line design. Small, compact, can be operated against a wall. All parts accessible for easy maintenance. This is, without question, the greatest processor value ever offered. Send the coupon now for full details!

See us in Space 22, Main Exhibit Floor
N.A.R.T.B. Convention, Washington

HOUSTON FEARLESS

DIVISION COLOR CORPORATION OF AMERICA

HOUSTON FEARLESS DIVISION
11801 W. Olympic Blvd. • Los Angeles 64, Calif.
Send information on ( ) Labmaster Film Processor ( ) Cinemobile ( ) Panoram Dolly ( ) Camera Crane ( ) TV Pedestal ( ) All Metal Tripod ( ) Camera Heads ( ) Parabolas ( ) Film Processors.
Name _____
Firm _____
Address _____
City _____ Zone ____ State ____

"WORLD'S LARGEST MANUFACTURER OF MOTION PICTURE FILM PROCESSING AND TV STUDIO EQUIPMENT"

Standard Electronics . . .

PROOF OF ECONOMY

SAVE with S-E TV Transmitting Equipment!

1 ***A RECENT COMPARISON*** of transmitter equipment manufactured by Standard Electronics and by Manufacturer "B" showed that if you bought S-E high power VHF transmitting equipment your savings in initial cost and operating expenses over 10 years would amount to:

total savings approx. $293,000.00

SAVINGS with S-E 50 KW Transmitter compared to competitive 50 KW Transmitter "B" (10 YEARS)

	OPERATING TUBE COSTS	POWER COSTS	INITIAL INVESTMENT	TOTAL COSTS
Transmitter "B"	$312,000	$144,360	$224,000	$680,360
S-E	$ 57,600	$108,360	$221,000	$386,960
Savings with S-E	$254,400	$ 36,000	$ 3,000	$293,400

NOW . . . Operating information is available to compare S-E equipment with manufacturer "C's". Examine the detailed "proof of economy" presented here.

2 ***AGAIN,*** S-E can show substantial savings! The chart at right illustrates the overall savings you can realize in 10 years when you buy S-E, as compared to operating costs of equipment by Manufacturer"C".

total savings approx. $169,000.00

SAVINGS with S-E 25 KW Transmitter compared to Transmitter "C" with only 20 KW (10 YEARS)

	OPERATING TUBE COSTS	POWER COSTS	TOTAL COSTS
Transmitter "C"	$167,400	$83,520	$250,920
S-E	$ 22,200	$59,520	$ 81,720
Savings with S-E	$145,200	$24,000	$169,200

3 ***AND*** to further accentuate this saving, note that Manufacturer "C" rates his high band transmitter at 20 KW compared to S-E's rating of 25 KW.

you get 25% additional transmitter power output... AND FOR LESS MONEY, TOO!

VHF Output Power Rating

Transmitter "C"	20 KW
S-E	25 KW
Percent Extra Power with S-E	25%

4 ***FOR INSTANCE, TUBE COSTS:*** The chart at the right is a tabulation of all tubes having a list price of over $100.00 each, used in Transmitter "C" and in the S-E transmitter.

The total list price of these tubes is shown in the chart to the right. It is evident that the *replacement cost* of the high priced tubes is almost 200% greater for Transmitter "C" than for S-E . . . resultant

savings of approx. $5,000.00

Tube Tabulation

	DRIVER	AMPLIFIER
S-E	4—4X500 2—AX9904R	8—AX9904R
Transmitter "C"	2—3X2500A3 8—5513 4—5588	4—6166 6—869B

Tube List Prices

	DRIVER	AMPLIFIER	TOTAL
Transmitter "C"	$3076	$4448	$7524
S-E	$ 904	$1680	$2584
Savings with S-E	$2172	$2768	$4940

All the figures used in this presentation are based on the latest available information for *High Band VHF Transmitting Equipment.*

5 ***THIS MEANS*** your operating cost for tubes alone, based on 6,000 hours per year with an S-E 25 KW transmitter will SAVE YOU (compared to Transmitter "C") a 10 year total

savings of approx. $145,000.00

6 ***IN ADDITION*** substantial savings in your power bill are yours when you purchase S-E transmitting equipment. A comparison of published data for an S-E 25 KW and for Manufacturer C's 20 KW transmitter operated at black level with a 90% power factor, indicates a 10 year

savings of approx. $24,000.00

7 ***SUMMARY:*** From this information, savings in operating costs over a period of 10 years would indicate that YOU can

SAVE APPROX. $169,000.00

with economical, dependable S-E Transmitters!

Operating Tube Cost

	HOURLY COST TRANSMITTER "C	HOURLY COST S-E	HOURLY SAVINGS WITH S-E	10 YEAR SAVINGS WITH S-E
Driver	$1.28	$0.15	$1.13	$67,800
Amplifier	$1.51	$0.22	$1.29	$77,400
Total Transmitter	$2.79	$0.37	$2.42	$145,200

Power Cost

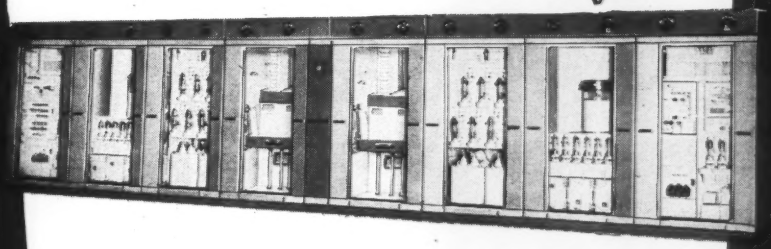
	DRIVER KW	AMPLIFIER KW	TOTAL TRANSMITTER KW	YEARLY DEMAND CHARGE @ $3 PER KW	YEARLY POWER COST @ 1c PER KWH	TOTAL
Transmitter "C"	22	65	87	$3,132.	$ 5,220	$8,352
S-E	15	47	62	$2,232	$ 3,720	$5,952
Savings with S-E	7	18	25	$ 900	$ 1,500	$ 2,400
10 Year Savings				$9,000	$15,000	$24,000

Savings in Operating Costs (10 Years)

TUBE SAVINGS	$145,200
POWER SAVINGS	$ 24,000
TOTAL	$169,200

PROOF once again that with S-E TV Transmitting equipment you SAVE IN EVERY WAY!

Standard Electronics high band 25 KW transmitter gives you these extra ECONOMY PLUS features . . . economical installation . . . less floor space . . . integral air cooling . . . no complex plumbing and water pumps . . . "Add-A-Unit" permits expansion to higher power with no obsolescence of present equipment . . . ability to handle color is engineered into every S-E transmitter.



Compare S-E **with any other make of transmitter for**

ECONOMY...QUALITY...PERFORMANCE!

For specifications and a copy of the "PROOF OF ECONOMY REPORT" write, wire, or phone Standard Electronics.

STANDARD SE ELECTRONICS

standard electronics corporation

A SUBSIDIARY OF CLAUDE NEON, INC.

255-289 EMMETT ST. • NEWARK 5, N. J. • Bigelow 3-5540

Operating costs are determined on the basis of 6000 hours of operation per year. Detailed comparison available on request.

VISIT BOOTH No. 5

To See The TR-1 TV REBROADCAST RECEIVER

The Model TR-1 TV Rebroadcast Receiver has been designed specifically to meet the requirements for a high-quality receiver for use in direct pick-up and rebroadcast of television signals.

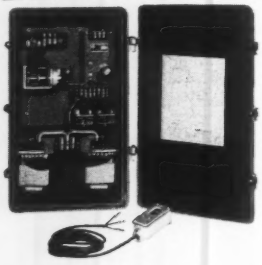
NEMS-CLARKE
Incorporated

ENGINEERING
DEVELOPMENT
MANUFACTURING

919 JESUP-BLAIR DRIVE
SILVER SPRING, MARYLAND

DO YOU HAVE AN OBSTRUCTION LIGHTING PROBLEM?

Your Best Answer is
HUGHEY & PHILLIPS, INC.
—the most dependable source of Obstruction Lighting Equipment.
—the widest selection of Control & Alarm Apparatus in the industry.



MODEL LC52-9AP Tower Lighting Control Unit (Outdoor type) { Photo-electric control (2 or 3 pole) Remote Phototube, Two-Circuit Flasher and Autotransformers.

MANY OTHER MODELS AVAILABLE
Write for literature on your specific problem

HUGHEY & PHILLIPS, INC.
Manufacturers of
300MM Code Beacons, Obstruction Lights, Photo-Electric Controls, Beacon Flashers, Microwave Tower Control & Alarm Units Remote Lamp Failure Indicator Systems, and Complete Tower Lighting Kits.
3300 NORTH SAN FERNANDO BLVD.
BURBANK, CALIF.

Visit Our Exhibit
Room E 105
Shoreham Hotel

TELEVISION Programs of America will present conventioneers with hats, samples shown here by (l to r) Mickey Sillerman, TPA executive vice president; Pete Zanphir, advertising consultant, and Martin Stone, merchandising consultant.

onstration how science affects the average person. In five years it has won over a score of awards. In San Francisco it has been sponsored since its inception by American Trust Co. and has been shown on several western stations.

Personnel: Michael M. Sillerman, executive vice president; Bruce Eells, western division vice president; Kurt Blumberg, assistant vice president; Hardie Frieberg, eastern sales manager; Vincent Melzac, account executive; Jerry Franken, publicity director, and Fluff Blome, promotion coordinator.

UM&M and Minot

UM&M and Minot will be located in Suite D-203-5-7 at the Shoreham. Activities will center around films handled by the companies, including 12 MPTV films, the Hank McCune show, *New Orleans Police Dept., Television Court,* the new *Gabby Hayes Show* and *Do You Know Why?*

Personnel: Charles Amory, president; Sy Donegam, vice president, and Neale Oliver and Don Schuler.

Unity Television Corp.

UNITY TELEVISION Corp. will occupy Shoreham E107, showing sales and promotion material of its catalogue features and other types of motion pictures.

Personnel: Arche A. Mayers, general manager; Len Firestone, sales manager; Vic Bikel, southwestern division manager; Noah Jacobs, eastern division manager; Jerry Weisfeldt, west coast manager, and Bill Young, north central division manager.

MR. MAYERS

MR. FIRESTONE

World Broadcasting System

IN RADIO, "The time has come for a revolution, and World has decided to light the fuse." That's what Pierre Weis, general manager of World Broadcasting System, says on the eve of the convention (Shoreham B 201, 203).

According to Mr. Weis, World executives have been developing new approaches for selling and building radio to stimulate new growth and attract more listenership and more advertisers in each community. Showmanship, new selling ideas and teamwork on the part of those who adhere to the concept radio has come of age will bring the industry a future brighter than even its successful early years, Mr. Weis believes.

Personnel: Robert Friedheim, vice president; Pierre Weis, general manager; Dick Lawrence, sales manager; Jim Weathers, western division manager; Ken Joseph; Robert Montgomery; Greg Reser; Herb Gross.

EXTENSIVE promotion projects are being developed by World Broadcasting System. Listening to a new feature are Pierre Weis (r), general manager, and Dick Lawrence, sales manager.

Frederic W. Ziv Co.

SUCCESS STORY and the heavy penetration of *The Eddie Cantor Show* will be emphasized by Frederic W. Ziv Co. The radio package consists of five half-hour programs per week with Mr. Cantor in songs, comedy routines and sketches, interesting tales about show business and personal observations about current matters. The program presently is sold in 237 U. S. and Canadian markets with a single sponsor in some locales and multiple or alternate sponsor arrangements in others.

Personnel: Alvin E. Unger, vice president in charge of sales; Ben Philly, sales promotion manager. Shoreham A 208.

FEATURING the Frederic W. Ziv Co. exhibit will be a display showing coverage of the *Eddie Cantor Show,* across-the-board 52-week half-hour program now in 237 markets.

TACAN-

Amazing New IT&T development
will revolutionize aircraft navigation

Gives position of aircraft instantly, automatically, and with accuracy never before attained.

TACAN (tactical air navigation) provides both distance and bearing information in a single "package" about the size of an ordinary shoe kit. This has never been done before!

By integration of functions, and miniaturization into one small unit, TACAN represents a giant stride in aircraft navigation equipment. Add extreme accuracy, and adaptability to varying installation conditions such as on shipboard or for mobile land equipment, and you know why TACAN is described by military and civil aviation officials as one of the most significant advances in many years.

TACAN is the result of a series of development programs sponsored by the U.S. Navy and the U.S. Air Force at Federal Telecommunication Laboratories, a division of IT&T. It is another of the outstanding IT&T research and engineering "firsts," and major contributions to safer, more dependable flying.

A light, simple, comprehensive TACAN *airborne unit can be made available for private flying.*

INTERNATIONAL TEL AND TEL

IT&T

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION
67 Broad Street, New York 4, N. Y.

Philco 16MM CineScanner

PHILCO

FEATURES

- Provides preview—exclusive with Philco.
- Available in 16MM and 35MM models.
- Quiet, continuous film motion—no intermittent mechanism to cause film wear and damage.
- Cold light source—no burning or discoloring of film.
- Instantaneous run-up with provision for quick starts, stop and reversal.
- Highest quality reproduction in monochrome and color.

PHILCO REGIONAL OFFICES

Chicago 11, Illinois
666 Lake Shore Drive

San Francisco 4, Calif.
650 Russ Building

Los Angeles 25, Calif.
10589 Santa Monica Boulevard

Dallas 1, Texas
201 Southland Life Bldg.

Washington 6, D.C.
744 Jackson Place, N. W.

Dayton 2, Ohio
Talbott Bldg., 1st & Ludlow Sts.

"Lady in the Dark"

"Babes in Toyland"

ragnet"

Cine Scanner

...film "star" of network color shows!

Over and over, the Philco CineScanner continues to prove itself the star performer on top-notch network shows: Transforming scenes-on-film to bright, crisp, steady pictures in rich full color . . . **with unequaled simplicity and dependability!**

CineScanner employs the simplest film telecasting technique known. There are no problems of shading or color registration. In fact, **color registration insurance is actually built in!**

Here's how CineScanner works:

A dependable cathode ray tube projects bright "cold" light through the film on to low cost, non-synchronous pickup tubes. Simultaneously, these tubes generate signals for the red, green and blue images—**all from a single scanning tube!** Operation is simple and direct. Costly camera tubes are eliminated. Perfect registration is assured.

CineScanner has other exclusive advantages. A continuous-motion film transport mechanism designed by Philco and built by the Mitchell Camera Company eliminates mechanical shutters and noisy film-damaging intermittents. The film can be started, stopped—run forward and backward—instantaneously!

Install the Philco CineScanner and enjoy this simple, **practical** way of film telecasting. You can start today in monochrome . . . convert tomorrow to color with a simple conversion kit.

For complete information write Dept. BT

PHILCO CORPORATION

GOVERNMENT AND INDUSTRIAL DIVISION

PHILADELPHIA 44 PENNSYLVANIA

PHILCO
Famous for
QUALITY
the World Over

Here's the

BIG BALL OF WAX (Trewax, that is) STORY by Horatio Alger

And you can't hardly get those true rags-to-riches stories no more!

• **1949** sales volume when Ma and Pa Harry Fox cook Trewax on kitchen stove and sell it door-to-door.

Quality-wise housewives begin asking hardware stores for "that Cadillac of floor waxes." Family sets up small factory.

• **1950** sales double, then re-double yearly thereafter. Only trade advertising was used.

● **1951** ● **1952** ● **1953**

Then Trewax budgets a consumer campaign: most of it for 75 announcements a month on KBIG because it covers **all** Southern California at lowest cost per impression, the balance in Sunset Magazine.

● **1954** sales double 1953 and reach six figures. 95% distribution achieved in hardware, paint, department and floor covering stores.

1955: Trewax renews KBIG, moves into large new factory, expands into Northern California music-and-news radio, plans for national distribution in 1956.

The magic ingredient in Trewax: carnauba. The magic ingredient in Southern California advertising: Radio and KBIG.

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Hollywood 28, California
Telephone: HOllywood 3-3205

Nat. Rep. Robert Meeker & Assoc. Inc.

Ziv Television Programs

PLANS for a greatly-accelerated schedule of merchandising and promotion aids which will be made available to sponsors and audiences will be announced by Ziv Television Programs at the convention, according to John L. Sinn, president of the firm. Mr. Sinn explained that the merchandising and promotional program for top-rated shows like *Eddie Cantor Comedy Theatre, Mr. District Attorney, I Led Three Lives, Meet Corliss Archer* and others have been drawn up to aid advertisers in more closely tying in their products to the programs. The new merchandising and promotion aids, he says, will enable tv stations to work with sponsors in achieving added penetration in local audiences. Shoreham A 209.

For the convention, Ziv has prepared surveys and studies on audience composition and telecast time evaluations of many programs, including *District Attorney, Cantor* and *Science Fiction*. In addition, comparative rating surveys on all shows are being prepared for general use in guiding the development of merchandising and promotional campaigns to help maintain a constantly improving rating picture.

Personnel: Frederic W. Ziv, chairman of the board; John L. Sinn, president; M. J. Rifkin, vice president in charge of sales.

OTHERS ON DISPLAY

American Research Bureau Inc.

INFORMATION and sample copies of work done by the American Research Bureau Inc. will be available at Sheraton Park, 356,358,360.

Items covered will be national tv audience measurement; metropolitan area tv rating reports, separately for 80 major markets; metropolitan area coverage studies in 140 markets showing tv penetration, stations received, frequency of viewing, station preference and uhf conversion; tv set distribution by brands, and ARB facilities available for special surveys and tabulations.

Personnel: James W. Seiler, president; Roger N. Cooper, western division manager; Jack L. Gross, manager, N. Y. office, and Lorin S. Myers, manager, advertiser service department.

Bonded Tv Film Service

BONDED Tv Film Service will present a visual demonstration of film services in Suite F-407 at the Shoreham.

Personnel: Chester M. Ross, president; Emanuel Kandel, operating vice president; Alan Rhone, Tele-Shippers (subsidiary); Marty Ross, west coast representative, and Don McClure, general sales manager.

Hufty, Eubank & Russell

ENDORSED by NARTB, this insurance underwriter carries a line of group tower insurance providing complete coverage and what is described as inexpensive full-risk protection at special rates.

Personnel: William G. Russell, Charles Finney, Fay Wood, Evelyn Sandoz, Peggy Dodd.

National Affiliated Television Stations

NATIONAL AFFILIATED Television Stations will show a demonstration of the vast possibilities of aid to uhf and vhf stations, financial, managerial and program aids, in Suite F-201 at the Shoreham.

Personnel: Dick Doherty, director of managerial services; Berman Swarttz, secretary-treasurer; Joseph Justman, chairman of the board; Ely Landau, executive vice president, and Oliver Unger, vice president.

A. C. Nielsen Co.

A. C. NIELSEN CO. will feature details of its station index for local radio and tv audiences at the convention. Data will be available on stations in Philadelphia, Boston, San Francisco, Los Angeles, Chicago, Seattle, New York, Cleveland and Detroit. Sheraton Park 690-92.

Personnel: John K. Churchill, E. P. H. James, William R. Wyatt, vice presidents; David A. Traylor, sales service executive, and Murry Harris, public relations director.

Community Club Services

COMMUNITY Club Services Inc. will be in Suite 217-219, Shoreham Hotel, one room to be used as a hospitality room and the other to contain information about the company's sales expansion and merchandising service known as the Community Club Awards Campaign. Door prizes ranging in value from $20 to over $1,000 will be offered.

Personnel: Joseph B. Matthews, president; William Carpenter; Jack Siegel; Victor C. Diehm; Richard H. Harvey; John C. Gilmore; Bess Gilmore, and Lawrence Welch.

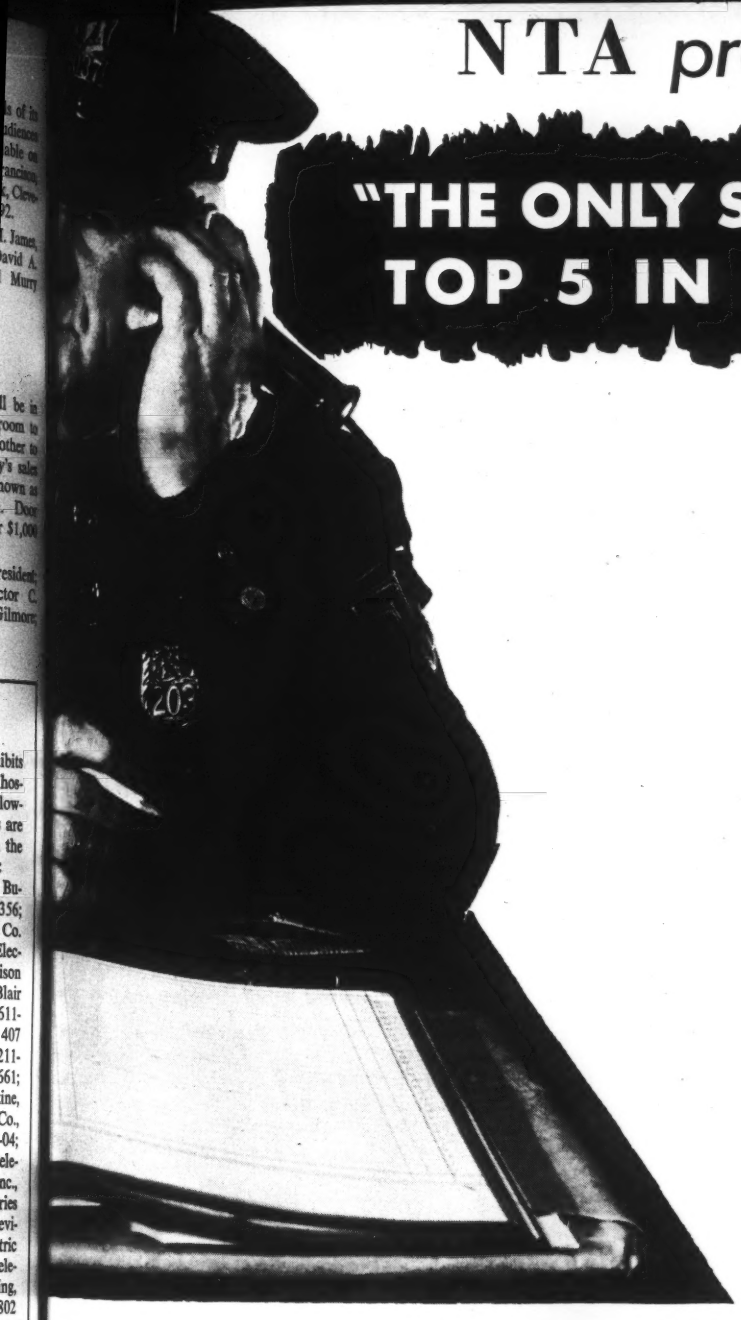
Hospitality Suites

ALSO on tap, in addition to the exhibits described on pages 73-112, will be hospitality suites of various firms. Following are the room locations (numbers are for the Sheraton-Park, except where the Shoreham is specifically mentioned):

ABC, B 300; American Research Bureau, C. E. Hooper Inc., 358-360-356; American Telephone & Telegraph Co. Long Lines Dept., 689-91; Amperex Electronic Corp., B 312-14; AP, Madison Suite; Avery-Knodel Inc., 489; John Blair & Co., C 200; The Bolling Co., A 611-15-07-09; Bonded Tv Film Service, F 407 (Shoreham); The Branham Co., A 211-215; Broadcast Music Inc., 657-661; Broadcasting • Telecasting Magazine, Franklin Suite; Henry I. Christal Co., 658-660-56; CBS Radio, H 400-02-04; CBS Television, H 600-02-04; Dage Television Div. of Thompson Products Inc., E-406-08; Allen B. DuMont Laboratories Inc., G 600 (Shoreham), DuMont Television Network, B 200; General Electric Co., G 500 (Shoreham); General Teleradio Inc., 774-72-76; Oliver Gramling, E 311; Guild Films Co., D 800-802 (Shoreham); Harrington, Righter & Parsons Inc., B 500; Headley-Reed Co., E 400-03-04; George P. Hollingbery Co., C 100; Hollywood Television Service Inc., A 402 (Shoreham); Kay Lab Inc., A 111-15; Keystone Broadcasting System Inc., A 711-15; Joseph Hershey McGillvra Inc., A 311-15; Meeker Tv Inc., Robert Meeker Assoc. Inc., A 500; MBS, A 200; Muzak Corp., B 411-15; NBC, D 200-03-04; A. C. Nielsen Co., 690-92; Edward Petry & Co., G-200; Prodelin Inc., H 100; Pulse Inc., 291-93; RCA Broadcast Marketing Div., C-400-03-11; Screen Gems Inc., A 406-08; Sponsor Magazine, F 603-05 (Shoreham); Standard Rate & Data Service Inc., 684-86-88; Television Bureau of Advertising Inc., A 502-500 (Shoreham); Television Digest, D 615-17 (Shoreham); Tv Guide, G 400 (Shoreham); Television Magazine, D 502-500 (Shoreham); Venard, Rintoul & McConnell Inc., B 508-10; Vitapix Corp., B 100; Ziv Television Programs Inc., C 211-15.

NTA *presents...*

"THE ONLY SHOW AMONG THE TOP 5 IN ALL CATEGORIES"



BILLBOARD *says:* Bullseye Among Men. "For 22 basic markets .... **Police Call**— ranks 2nd among Men per 100 viewing homes."

BILLBOARD *says:* Bullseye Among Women. "For 22 basic markets .... **Police Call**— ranks 4th among Women per 100 viewing homes."

BILLBOARD *says:* Bullseye Among Teens. "For 22 basic markets .... **Police Call**— ranks 5th among Teens per 100 viewing homes."

POLICE CALL

N T A's newest TV film adventure series.

A shot in the dark . . . a man falls to the ground clutching a wisp of cloth. A phone rings at headquarters and a police sergeant answers. It's the French Surete, Scotland Yard, the Royal Canadian Mounted, the Italian Carbinieri, the famous police forces of the world, all rolled up into a gripping series of thrills and chills!

The stories are developed from actual case histories in international police files. Each show is steeped in the rich atmosphere of the foreign locale in which the case occurred. This is a colorful human interest series, presenting people from every walk of life — a pulsing, fever-pitch of excitement.

26 half-hour dramas ready for regional and local sponsorship.

Audition Prints upon request.

Call Your NTA Man Today! He's Only Minutes Away!

NTA *National Telefilm Associates,* INC.

625 Madison Avenue, New York 22, N. Y. · PLaza 5-8200

DELEGATES WILL HEAR OF LATEST DEVELOPMENTS

TWO-DAY SESSION SCHEDULES PAPERS ON TECHNICAL FINDINGS

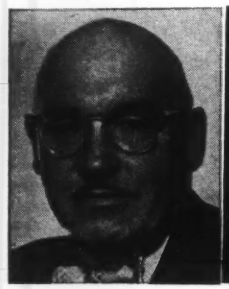
NARTB's Ninth Annual Engineering Conference will take broadcasters into the newest techniques and apparatus developed by industry scientists in the last year. It will be held Wed.-Thurs. (May 25-26) at the Shoreham.

The discussion is "geared to reality," according to Ross Beville, WWDC Washington, chairman of the conference program committee. A. Prose Walker, NARTB Engineering Dept. manager, said the papers cover such topics as fm multiplexing, bandwidth proposals, remote control of high-power transmitters and directional systems, along with ways of modernizing equipment to save both space and money.

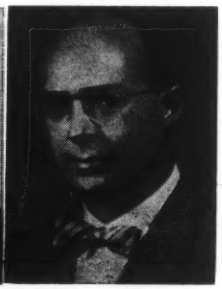
Opening day of the conference will be devoted to radio. Raymond F. Guy, NBC director of radio frequency engineering, will preside. The engineers will join the main NARTB management group at the two luncheons. An engineer reception is planned Tuesday evening.

Wednesday Morning
OPENING TECHNICAL SESSION

Presiding: Raymond F. Guy, Director of Radio Frequency Engineering, NBC



MR. GUY



MR. WALKER

Remote Control of High Power Transmitters and Directional Antenna Systems —A Progress Report

By: A. Prose Walker, Manager of Engineering, NARTB

CHANGING economics of radio broadcasting have produced increased demands for extension of FCC remote control rules to all classes of stations, including directional antenna systems. This paper is a report on the project NARTB is now conducting to enable submission of such a petition to the FCC. Reliability of existing remote control equipment, percentage of off-air time existent at stations now using remote control, economic factors involved, and considerations required in an extension of this authorization to high power and directional antenna systems will be discussed. A resume of experimental work now in progress will be presented, together with expected date of filing petition with FCC.

An Automatic Programming System

By: Philip Smaller, Research Engineer, Ampex Corp.

DISCUSSION of a programming system which will provide as much as 15 hours of completely automatic musical selections and local announcements. Each half-hour interval in the 15-hour program will start and break with required accuracy. The system requires two long-playing play-back machines. During the station break, the program machine, which is faded out, reaches the end of its last selection in the half - hour interval and stops itself. The system corrects itself every 30 minutes for any accumulated timing errors. At the end of the station break, the announce machine shuts itself off, and at precisely the proper time, the synchronous timer starts the program machine for the beginning of the second half hour. The above procedure is automatically repeated every half hour.

MR. SMALLER

Improvements in Broadcast Audio Equipment Design

By: Norbest L. Jochem, Director of Engineering, and John Birch, Audio Project Engineer, Gates Radio Co.

IT is the intent of this paper to present a broad analysis of audio equipment and audio techniques employed at the present time in the broadcasting industry. Because of the large

ANNOUNCING

telerad INC.

A NEW, UNIQUE, NATIONWIDE AND COMPLETE

RADIO-TELEVISION MANAGEMENT SERVICE

INCLUDING

COST CONTROL
MANAGEMENT
FINANCING
SALES
ENGINEERING
LEGAL
PROGRAMMING
BUSINESS ADMINISTRATION
STATION LAYOUT
NETWORK NEGOTIATION
PERSONNEL
PRODUCTION

NARTB CONVENTION • SHERATON PARK HOTEL

RAY J. WILLIAMS, PRESIDENT • DAVE BAYLOR, VICE PRESIDENT

We're taking the wraps off . . . to show you the BIGGEST thing in FM

MULTIPLEX TRANSMITTING and RECEIVING EQUIPMENT at the NARTB CONVENTION — MAY 22-26

By recent action of the FCC, the long awaited green light is on for multiplexing — simultaneous non-interfering distribution of one or two programs, in addition to the existing public broadcast, on an unlimited time basis.

INCREASED REVENUE POTENTIAL — This action of the Commission opens wide new fields of revenue to FM stations for point to point and other non-broadcast services such as storecasting, background music, and others. Stereophonic Sound Transmission can also be provided.

FULLY TESTED SYSTEMS — In anticipation of the Commission's decision, Multiplex Development Corporation under its President, William S. Halstead, has been engaged in a seven-year development program, based on principles established by the late Major Edwin H. Armstrong. This program has included extensive field tests in metropolitan, rural and fringe areas, culminating in more than eight months of successful test service at WGHF, New York.

IMPROVED QUALITY — By means of a replacement modulator of advanced design, performance of the public broadcast channel is substantially improved.

ECONOMICAL EQUIPMENT CONVERSION — Every effort is being made to keep prices within the capacity of any FM station. Two leading firms have started priority programs for the immediate production of multiplex equipment, to the specifications of and in close collaboration with Multiplex Services Corporation. *Gates Radio Company*, leading broadcast equipment manufacturer, is producing multiplex transmitting equipment, adaptable to any standard FM transmitter; *Browning Laboratories*, producers of fine FM receivers, is producing both complete receivers and Multicast adapters for existing receivers.

EQUIPMENT DELIVERY—Equipment will be available as rapidly as possible. Delivery schedules will be furnished upon request.

Be sure to see us at the NARTB Convention . . . ROOM F118 . . . See and hear equipment in operation . . . Displays and information also at exhibits of Graybar Electric Company and Gates Radio Co. . . . If you can't make it . . . write, wire, phone for further details and informational booklet.

Licensed under Armstrong and Multiplex Development Corporation Patents and patents pending.

MULTIPLEX SERVICES CORPORATION

Sales . . . Installation Service . . . Engineering

25 Vanderbilt Avenue, New York 17, New York, Telephone ORegon 9-0254

amount of material to be covered, no attempt will be made to single out specific components such as transistors, or individual units, such as amplifiers, for extensive analysis.

In its scope, the paper will discuss the present day methods employed in the design and the use of consoles, mixing systems, distribution systems, equalizers and automatic devices, such as automatic fade systems and automatic programming methods.

Through the analysis of equipments and methods employed at the present time, a plan for satisfying future requirements will be formulated. The discussion of future requirements will be finalized into actual specifications which must be satisfied for future audio broadcast equipment.

MR. JOCHEM

MR. BIRCH

A Transistorized Remote Amplifier

By: Paul G. Wulfsberg, Assistant Director of Research & Development, Collins Radio Co.

ONE of the first invasions of transistors into the broadcasting field has come in the form of a four-channel remote amplifier. A unit is described which permits a weight reduction of over 50% and a corresponding reduction in volume. Features include long battery life, absence of microphonics, high-level mixing, AC or battery operation with automatic cut-over, built-in test oscillator, etc. General performance and noise figures of transistors are discussed together with possible applications of transistors to other broadcast equipment.

MR. WULFSBERG

MR. MERSON

Tape and Disk Recording—How To Do It

By: Thomas J. Merson, vice president, Audio-Video Recording Co.

HOW tape and disk recording complement each other to yield the recording quality we enjoy today. Some of the techniques employed in the recording of commercial jingles are examined with an emphasis on multi-track recording. Suggestions for recording at remote locations will be given. How a variable speed recording machine augments the standard studio facilities and gets new sounds to the listener. Some additions in the studio consoles are suggested which yield greater flexibility of operation. Credit is given to the tape editor for his contributions to the fine records available today and some examples of his work are pointed out. The proper handling and storing of tapes and disks, with a brief discussion of tape printing and a listening demonstration of some jingles and their construction will be given.

The Engineer-The Builder

By: Everett S. Lee, Manager, Technical Public Relations, General Electric Co.

IN BACK of every product we have there is a story of engineering development, design, application, operation and production. In every one of these stories you will find the hand, the head and the heart of the engineer.

MR. LEE

The scientist brings us new knowledge from nature. The engineer moulds that knowledge into products and services for all of us to have and to use.

When we consider all of the wonderful things we have brought to us from industry, we can say with Solomon: . . . "It is the Glory of God to conceal a thing, but to the honor of man to search it out." That search is carried on by the scientist and the engineer.

Wednesday Afternoon

Presiding: Comr. E. M. Webster, FCC

Studio Re-design

By: Dr. Leo L. Beranek, President, Bolt, Beranek & Newman Inc.

A REVIEW is made of psycho-acoustic and audience-opinion information of recent and older sources from which criteria for studio design are drawn. Examples of three types of existing studios that need revision are discussed. Their physical properties and acoustic data are presented and the manner in which they do not meet the criteria is discussed. Various alternatives for adapting these studios to meet the criteria are then presented. Emphasis is placed on achieving the desired results with the minimum outlay of money.

DR. BERANEK

COMR. WEBSTER

The Operation and Economics of Phase to Amplitude Modulation in Am Broadcast Transmitters

By: Charles J. Starner, Design Engineer, Broadcast Transmitter Section, RCA

PHASE to amplitude circuitry is reviewed and its embodiment in a modern 50 kw standard band broadcast transmitter is described. Methods for achieving good reliability, stability of adjustment and freedom from spurious radiation are presented. Performance measurements at the 50 kw carrier level are outlined. An analysis of installation, operating and maintenance economics of a 50 kw ampliphase transmitter is compared with similar data on 50 kw amplitude modulated transmitters using other modulation systems.

Fm Broadcasting—Growing Pains and Expansion Strains—A Panel

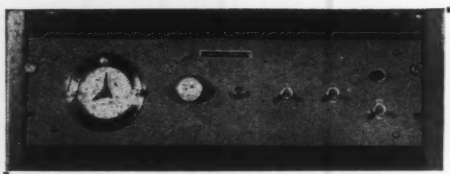
A. Prose Walker, Moderator, Manager of Engineering, NARTB; John H. Bose, Staff Engineer, Electronics Research Laboratory, Columbia U.; William Halstead, President, Multiplex Development Corp.; Stanley Joseloff, President, Storecast Corp. of America, and Ross Beville, Chief Engineer, radio station WWDC, Washington, D. C.

BEGINNING with a brief history of the factors contributing to the current status of fm broadcasting in this country, this discussion draws on the experience and knowledge of men well acquainted with the many aspects of the subjects to explain and predict a reasonable future for this phase of broadcasting. The recent decision of the FCC regarding multiplex will be explored from an engineering standpoint as well as an avenue of increased economic support for such stations.

MR. BOSE

MR. HALSTEAD

MR. JOSELOFF



DEFENSE ALERTS

YOU DON'T HAVE MAXIMUM PROTECTION FOR A DEFENSE ALERT UNLESS YOU HAVE A "WARE" CONELRAD SYSTEM

Designed to be triggered by carrier break of key station.

Clock stops to indicate time of break, bull's eye pilot light glows, and alarm sounds if desired when carrier goes off. Push button to reset.

Adjustable time delay to prevent false indication. Will operate reliably on less than 1 volt A.V.C. from ordinary receiver. Ready for rack mounting. **F.O.B. Ware $85.00**

Other items available from Ware Electronics:

Remote Control Unit (Custom Built—For Directionals, too)
Automatic Transmitter Restart
Radio Frequency Amplifier for Modulation and Frequency Monitors
Audautrol (Automatic Audio Gain Control and Limiter)

Write for further particulars

WARE ELECTRONICS

Ware Coupling & Nipple Co.—Ware, Mass.

D. W. HOWE, JR.,—ENGINEER

NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

"I saw few die of hunger...
of eating, a hundred thousand."

Benj. Franklin

POOR RICHARD'S ALMANACK—1736

Benjamin Franklin's observation that he saw more people die from eating than from starvation is certainly pertinent today. For, if you weigh more than you should, the chances are better than 9 out of 10 that your extra pounds are due to overeating.

When you store up weight, you are also likely to store up future troubles. These could include diabetes, gall bladder and kidney disorders, heart disease or high blood pressure, to mention a few.

In fact, the death rate from all causes is 22 percent higher for people who are from 5 to 14 percent overweight than for people of normal weight. Among people who are 25 percent overweight, mortality is about 75 percent higher.

If you are overweight, why delay the obvious advantages of reducing? Before you start to reduce, however, there are some pitfalls you will want to avoid.

First are the drastic dietary fads, and second is the indiscriminate use of so-called "reducing pills." Only when overweight is accompanied by a serious disease may quick reducing be desirable.

The safe and sane diet is the one that reduces you *slowly*, two to three pounds per week, and that *permanently* keeps you at your best weight. Throughout adult life it is a good rule to keep your weight at slightly below the level that is normal for your age and body build.

It is always wise to let your doctor decide what you should weigh and, equally important, let him plan your reducing diet. He will see to it that your meals are properly balanced.

Do not expect too much too soon when you start dieting. It took a long time to acquire those surplus pounds, and it will take time to lose them. If you want to check on your progress, weigh yourself weekly, rather than daily. If you stick to your diet, your weekly weighings will eventually show how much you are losing.

Once your weight is down, try to avoid any return to your old ways of overeating, and gaining. For *permanent* weight control usually brings a rich reward—*better health and added years in which to enjoy it.*

COPYRIGHT 1955—METROPOLITAN LIFE INSURANCE COMPANY

Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

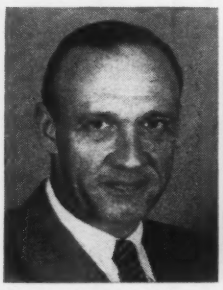
1 MADISON AVENUE, NEW YORK 10, N. Y.

Will FCC Bandwidth Proposals Increase Your Operation Costs?—A Panel

Robert E. L. Kennedy, Moderator, Partner, Kear & Kennedy; Ernest W. Pappenfus, Assistant Director, Engineering & Research, Collins Radio Co.; James O. Weldon, President, Continental Electronics Mfg. Co.; A. Earl Cullum Jr., Consulting Radio Engineer; Fred Damm, Transmitter Design Engineer, Gates Radio Co.; Harold G. Towlson, Manager, Broadcast Transmitter Engineering, General Electric Co.; John E. Young, Manager, Broadcast Transmitter Engineering Section, RCA, and Ralph N. Harmon, Vice President for Engineering, Westinghouse Broadcasting Co.

FCC Docket 11233 proposes to limit off-channel radiation from both am and fm broadcast transmitters to a drastically low level (50 microwatts). Top engineering panelists from manufacturing, broadcasting and consulting engineering fields will discuss the ramifications of these proposals. Measurement data and cost factors indicating whether the proposed limits are practicable of achievement will be presented. Measurement techniques and equipment required to insure compliance will provide an index of operating expenditure should these values be incorporated into the Rules.

MR. PAPPENFUS

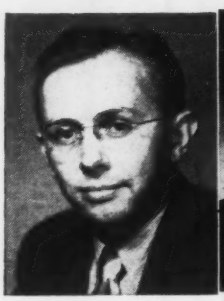


MR. WELDON

MR. CULLUM

MR. DAMM

MR. TOWLSON

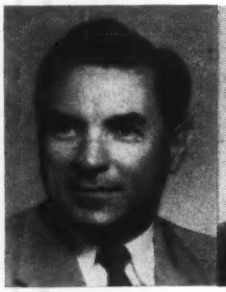


MR. YOUNG

MR. HARMON

Thursday Morning

Presiding: Glenn C. Boundy, Director of Engineering, Storer Broadcasting Co.



MR. BOUNDY

MR. BARTLETT

Advancements in Color Film & Slide Programming

By: Fred F. Bartlett, Headquarters Supervisor of Sales Engineers, Philco Corp.

THE studio origination of color film and slide programs has shared conspicuously in the success of color television to date and has pointed the way to the increasingly important role that this program source will play in the future of color telecasting. Equipment of this category is described in this paper. The continuing use of these systems for network color originations has demonstrated their versatility in the handling of both color and monochrome film, their adaptability to widely varying contrast and dye characteristics of color stock, and trigger action cueing and preview.

Adaptation of the Iconoscope Equipment to the Vidicon Pick-up Tube

By: Weld S. Carter Jr., Associate Staff Member, General Precision Labs.

THE recent availablity of a vidicon suitable for high quality pick-up of film and slides, combined with the present very widespread use of equipment designed for use with the iconoscope tube, raises the question of the practicability of a conversion of these facilities for use with the new tube. In response to field requests, an investigation of the optical, electrical and operational requirements and advantages of such a conversion has been undertaken. A discussion of some of the results of this investigation into the practical aspects of making the conversion in the field will be presented. Mr. Carter's co-author was William E. Smyth of the General Precision Lab.

MR. LOUGHLIN

MR. CARTER

General Characteristics of Color Television Displays

By: Bernard D. Loughlin, Consulting Engineer, Hazeltine Corp.

A BRIEF review is presented of the principles of operation, the general characteristics and the special problems associated with certain types of color television displays. The displays considered include: the three-gun shadow-mask tube, such as manufactured by RCA and CBS-Hytron; the one-gun and three-gun focus-mask tubes, such as proposed by Dr. Lawrence; the projection form of display, such as recently demonstrated by Hazeltine, and the beam-indexing display, which reports and patents indicate as being under consideration by Philco. A table is discussed which attempts to summarize the factors affecting picture quality obtainable with each form of display.

Network Transmission of Monochrome and Color Television

By: James R. Rae, General Methods Engineer, Long Lines Department, American Telephone & Telegraph Co.

NETWORK facilities for television transmission furnished by the Bell System have grown to a total of more than 70,000 channel miles. Of these, about 50,000 miles have now been conditioned to transmit color television signals.

The distances covered and broadcasters' requirements for frequent switching of network sections necessitate that transmission tolerances in various network components be kept very small. Effective measures must also be taken to provide reliability, in view of the large number of sections used in tandem.

This paper will discuss some of the factors involved in engineering and operating television network channels to obtain satisfactory transmission quality and reliability at reasonable cost.

MR. MONROE

MR. RAE

A Visit to CBS-Television Color Studio 72

By: Robert B. Monroe, Senior Project Engineer, CBS Television

TELEVISION studios designed to originate all types of network color programs must be large, flexible and well equipped. This paper describes the technical facilities as well as the general design philosophy of CBS Color Studio 72 in New York City.

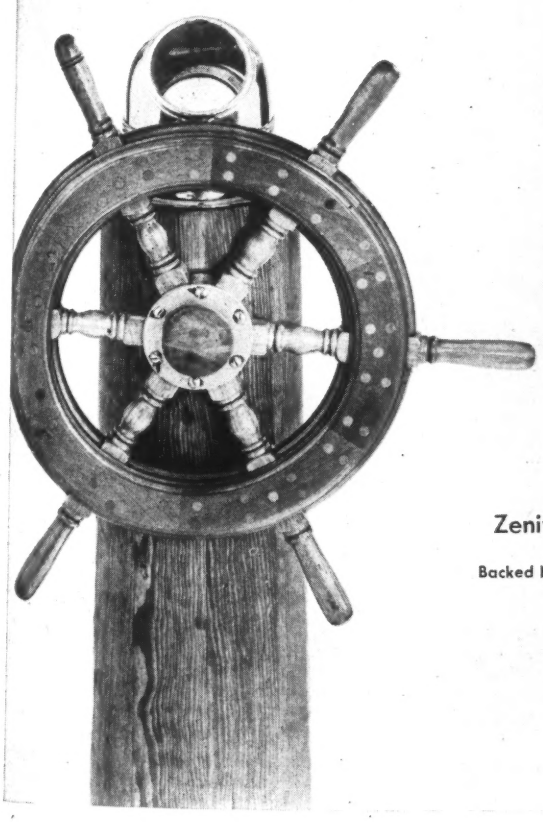
The paper is followed by a colored motion picture film, introduced by Mr. William B. Lodge, CBS vice president in charge of engineering, showing studio rehearsals, cameras, lighting equipment, control room facilities, and on-the-set activity in this large, modern CBS color studio.

The Integration of Color Equipment and Existing Monochrome Installations

By: Anthony H. Lind, Manager, Broadcast Audio and Tv Projector Engineering; Lannes E. Anderson, Tv Systems Engineering, and Nils J. Oman, Development Engineer, Broadcast Transmitter Section, RCA

THE tv broadcaster faces many questions as he takes the necessary steps to enter color telecasting. A number of helpful considerations are discussed that will aid him in planning for an efficient transition to combined monochrome and color operation. A logical step-by-step approach is described, including preparatory work to ready existing monochrome facilities to

ZENITH PUTS THE WORLD AT YOUR COMMAND



Tune in the world from your easy chair with the Zenith TRANS-OCEANIC® portable short wave radio. It gets stations from all over the world! Covers standard broadcast; international short wave bands; marine, weather and amateur short wave coverage bands; plus ship-to-ship and ship-to-shore reception! No wonder the list of owners of this fabulous radio reads like an international "Who's Who."

It is the world's only 14-year-proved short wave portable radio. Tropic treated to prevent loss of sensitivity. With its patented detachable Wavemagnet® antenna, it plays on trains, planes and in steel buildings. Operates on AC, DC, or long-life batteries. 12" high; 17 5/16" wide, 8" deep. The TRANS-OCEANIC radio shown is in durable Black Stag, model T600, $139.95*. It is also available in luxurious top-grain cowhide, model T600L, at $159.95*.

Zenith Quality... *meaning the best of everything in everything Zenith makes.*

Backed by 36 years of Experience in Radionics Exclusively • ALSO MAKERS OF FINE HEARING AIDS

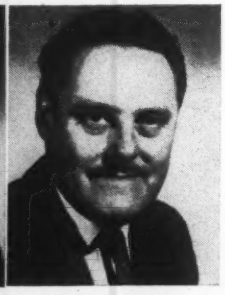
Zenith Radio Corporation, Chicago 39, Illinois

*Manufacturer's suggested retail price not including batteries. Slightly higher in far West and South.

COPR. 1955

handle color signals and dual color-monochrome usage of color camera equipment when it is placed in service. Also included is a discussion of considerations that apply to the handling of color signals by the tv transmitter.

MR. LIND


MR. ANDERSON

MR. OMAN

MR. ADLER

MR. BROWN

MR. OVERMIER

Design, Construction and Operation of Television Boosters and Satellites

By: Dr. George H. Brown, Director, Systems Branch Laboratory, RCA; Eugene E. Overmier, Manager, Commercial Engineering Dept., Sylvania Electric Products Inc., and Benjamin Adler, Owner, Adler Communications Labs.

RECENT proposed rule makings of the FCC look toward the authorization of low power television stations (vhf, uhf), in accordance with channel assignments of the Sixth Report and Order, as well as "boosters" to improve coverage of uhf stations within the predicted service area. Design, construction and operation of such stations, together with practical problems of coverage and interference, will be explained with the view of assisting any broadcaster entering this field of operation should it be authorized.

Thursday Afternoon

Presiding: James L. Middlebrooks, Engineering Director, KING-TV Seattle

A Review of Color Encoding Principles

By Robert W. Deichert, C.R.L. Color Dept., Research Division, Allen B. DuMont Labs. Inc.

THE major function of color encoding equipment will be discussed in block diagram form. A review will be given of the various circuit configurations available to perform the functions shown in block form.

Attention will be given to Q, I and Y Matrix circuitry, bandwidth limiting filters and delay lines, balanced modulators and output circuits. Of particular interest will be descriptions of newly developed highly-stable, double-balanced modulators employing germanium diodes.

A summary in chart form will provide the means for quickly reviewing and bringing the broadcaster up to date on recent developments and the present state of the art of color encoding equipment.

MR. DEICHERT

MR. MIDDLEBROOKS

Proof of Performance Measurements of Vhf Stations

By: Alex C. Latker, Broadcast Products Service, Technical Products Dept., General Electric Co.

SINCE the advent of FCC Docket 10353, the permissible levels of "spurious emissions" and harmonic radiation have been specified. It is the intent of this talk to illustrate several methods whereby low level measurements can be made. Specific emphasis will be placed on harmonic radiation measurements, using available test equipment and as illustrations—measurements taken at a particular vhf station and at the General Electric factories will be compared.

MR. LATKER

MR. McLAUGHLIN

Considerations of Microwave Installations

By: Richard C. McLaughlin, Assistant Manager, Communications Products Planning, Raytheon Mfg. Co.

MANY of us in the television business have turned or will turn to microwave in the near future as a solution to our STL, remote pick-up, inter- and intra-city, and industrial problems. Each of these microwave problems require separate analyses of the factors pertinent to the specific application; these factors are made available only by a comprehensive survey of the area in question.

Once the profile charts of the path topography are drawn and a personal reconnaissance of this area is made, we then may apply principles of microwave propagation, the effects of topographical and meteorological conditions, and frequency interferences resulting from multi-hop and parallel microwave operations. Passive reflector size and separation from the microwave source, coupled with allowable tower twist and sway, are considerations not to be overlooked in any microwave installation.

If we are to expect maximum reliability at minimum cost from these microwave systems, we must be cognizant of these principles and considerations as they apply to our installations, for these basic considerations may spell the difference between success and failure in our television operations.

Achieving One Megawatt ERP at Uhf

By: Frank J. Bias, Supervisor of Uhf Transmitter Engineering, General Electric Co.

EXPERIENCE with uhf television transmitting stations radiating up to 250 kw ERP has demonstrated the desirability of reaching the maximum of 1,000 kw ERP allowed by the FCC.

Analysis of the factors involved shows the need for uhf television transmitters at both the 23 and 45 kw ratings. In the General Electric 23 and 45 kw uhf television transmitters these power levels are achieved by combining field-proven elements of the 12 kw transmitter in such a manner that failure of one of the amplifier tubes does not disable the transmitter.

These transmitters offer unusual flexibility in that the cubicles may be arranged in any manner to meet the space requirements of each installation. Also the transition from the existing 1 kw or 12 kw transmitter to 23 or 45 kw operation may be made in easy pre-tested stages without reduction in power output or loss of air time.

MR. BIAS

MR. ALINSKY

A Low Power Television Station for $50,000

By: Joseph W. Alinsky, Chief Engineer, Dage Tv Div., Thompson Products Inc.

GOOD television service can be provided to small communities with low power and antenna heights. Actual ERP and antenna heights vary according to specific circumstances (layout and terrain), but with modern receivers and antennas they can be much less than presently allowed by FCC for cities under 50,000 population. For the proposed low-power installations, service for area television sets should compare favorably with that presently provided in low power am installations for area radio sets.

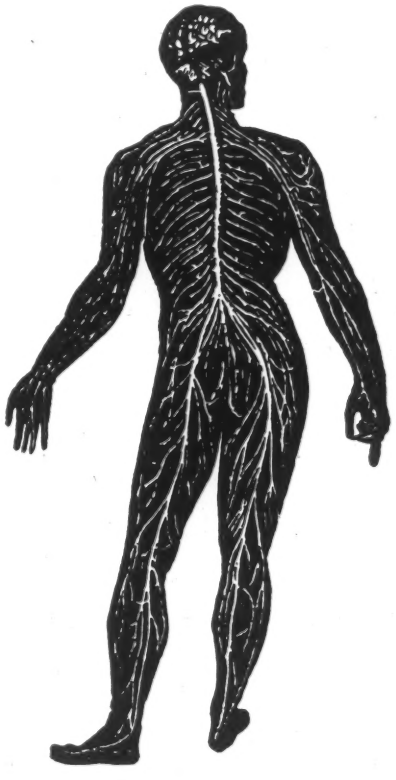
Attention is invited to the fact that modern "hot" receivers (built-in boosters) give Grade A pictures with Grade B signals in many instances. (FCC curves based upon "average" receiver existing 1946.)

Equipment, transmission lines and antennas are described and Tables of Predicted Coverage are presented for several ERP's and antenna heights.

"Great is TRUTH. Fire cannot burn, nor water drown it"..... DUMAS

What Is Chiropractic?

Here Is the TRUTH about America's Second Largest Healing Profession



There is ONE first and basic study for ALL those entering ANY of the healing professions. The study is the structure of the human body—the book is Gray's Anatomy. It is profoundly significant that on the nervous system this book agrees with the chiropractic principle with classic simplicity. Gray says:

"The nervous system is the mechanism by which ALL, save the lowest forms of animal life, are enabled to re-act to their environment. In addition, the nervous system CONTROLS and regulates the activities of ALL other systems of the body and determines their harmonious co-operation, for the benefit of the organism as a **whole.**"

Chiropractic therapeutics restores normal function of the nerve system in these ways:

1—Specific adjustive therapy to correct anatomical disrelationship, restore normal nerve function.

2—Clinical nutrition and dietary guidance to restore normal chemical balance in the body and correct disorders resulting from faulty nutrition.

3—Physical therapy, using light, water, heat, cold, exercise and certain precision instruments, to restore the normal physiological functions.

4—Psychosomatic counsel to effect a balanced interrelationship between mental, emotional, physiological and mechanical aspects of the body.

The truth of chiropractic cannot be denied . . . in results, in public service . . . in every ethical way it has established itself as the second largest healing profession.

If there is **particular** information you want, write us or send for the book, "The Truth About Chiropractic."

NATIONAL CHIROPRACTIC ASSOCIATION, Inc.,
NATIONAL BUILDING, WEBSTER CITY, IOWA.

3 TRUTHS YOU SHOULD KNOW!

550 Insurance Companies Recognize Chiropractic.

1 out of EVERY 5 Americans Avail Themselves of Chiropractic Health Services.

4 Years of Chiropractic College is the Minimum Requirement for Doctors of Chiropractic.

The Truth About Chiropractic

**One of a Series of Reports*

(Government continues from page 70.)

SARNOFF CALLS FOR MASS SCALE USE OF RADIO-TV FOR COLD WAR VICTORY

High on the recommendations of the Sarnoff Plan, submitted to the President in a memorandum, is that lightweight radios tuned to American signals be made available to areas behind the Iron Curtain. He also asks for expansion of mobile film units and suggests the use of mobile big-screen tv units in black-and-white and color.

AGGRESSIVE use of radio and tv on a mass scale is a keypoint in Brig. Gen. David Sarnoff's blueprint to win the cold war and thus lessen the possibility of a "hot war."

Gen. Sarnoff, board chairman of RCA-NBC, presented his program in a memorandum to the White House, made public last Tuesday.

At his Wednesday news conference President Eisenhower said he had discussed the recommendations with Gen. Sarnoff, adding he believed thoroughly in them since he considered it unthinkable to limit the nation's activity in this information field.

To direct this "political offensive," Gen. Sarnoff recommended the creation of a Strategy Board for Political Defense. The board, operating as a cold war equivalent of the joint chiefs of staff on the military side, would be drawn from the top policy levels of the State Dept., Defense Dept., Central Intelligence Agency and the U. S. Information Agency (includes Voice of America).

The board, functioning directly under the President, would have a chief with cabinet status.

The Sarnoff Plan bears the title: "Program for a Political Offensive Against World Communism." It encompasses a vastly enlarged "propaganda effort." Communications media, along this line, would shoulder a greater responsibility.

The broadcast media portion of the Sarnoff Plan includes:

- Re-appraisal of the U. S. Information Agency "with a view to improvement and expansion." Gen. Sarnoff said the Voice of America program "has tasks to perform in many nations of the free world second in importance only to those in the unfree world." The Voice's name would be extended to include the words: "—for Freedom and Peace."
- Expansion of mobile film units (which, he noted, "are already penetrating backward areas"). In this connection, Gen. Sarnoff recommended mobile big-screen television units in black-and-white and in color—"their very novelty will guarantee large and attentive audiences."
- Availability of millions of mass-produced, cheap and lightweight radio receivers tuned to pick up American signals. These would go to listeners "in critical areas behind the Iron Curtain" at receiver cost or free of any charge.
- Because millions of persons in the world do not have electrical and mechanical devices available in the U. S., "a simple, hand-operated phonograph device costing no more than a loaf of bread, could be produced in quantities and supplied gratis. . . ."
- Unbreakable, intelligible records, made of cardboard and "costing less than a bottle of Coca-Cola" could carry U. S. messages. These could be dropped from the air like leaflets, thus getting across messages which "could not be jammed."
- Enlistment of broadcasting facilities for U. S. use in European and Asian countries as a supplement to regular overseas propaganda and as a means of intensifying American broadcasting on a world-wide scale.

Gen. Sarnoff said the case of Finland points up the "inadequacy of our present effort." That country, he said, located on the very edge of the Red empire and "under the most concentrated Soviet propaganda barrage," receives more than 43 hours of Soviet broadcasts weekly and "a million potential viewers" will be available for a tv station being built in Soviet Estonia, nearby Finland. The Voice of America, however, in 1953 "was compelled to discontinue its daily half-hour broadcast to Finland to save $50,000 annually," he asserted.

As summarized by Gen. Sarnoff, the reason for his detailed 42-page memorandum lies in his feeling that "insufficient funds and inadequate tools" have scaled down U. S. efforts to "strikingly little compared with the enemy's and are wholly inadequate to achieve victory." He said: "We must meet the political-psychological challenge of world Communism fully and on a scale geared to winning the struggle."

The "decision to win the Cold War," he said, should be communicated to the entire world as a fixed goal of U. S. policy. And the American public should be made "promptly and fully aware" of (1) the nature of the cold war, (2) the importance of the U. S. winning it and (3) costs and sacrifices this effort may entail. Gen. Sarnoff said, "This significance and urgency of the problem should be conveyed to the American people, through discussion over radio, tv, and in the press."

The Sarnoff memorandum treats in great detail the methods used by the Communists in waging the cold war, including tactics of propaganda, infiltration and subversion, fifth columns and false fronts, sabotage and terror, civil strife, preparation of "cadres," and of reserves and "treacherous diplomacy." Other topics discussed are reasons why the U. S. "dare not lose the cold war," why it must be won to prevent a hot war; a clarification of the global issues and the organization "toward cold war victory" as envisioned by the general.

Gen. Sarnoff warned that this country's "political counter-strategy has to be as massive, as intensive, as flexible as the enemy's."

He said the question "is no longer whether we should engage in the Cold War. The Soviet drive is forcing us to take counter-measures in any case." The question now, he said, "is whether we should undertake it" with the idea of using all the means "deemed essential, by governments and by private groups, to win the contest."

Gen. Sarnoff explained that his memorandum was prepared after a talk on the subject with President Eisenhower March 15 and then announced by White House Press Secretary James Hagerty.

In a report of that meeting [B•T, March 21], B•T had noted that the President was "so impressed by Gen. Sarnoff's discussion that a normal 15-minute, pre-luncheon appointment was stretched out into a 45-minute session."

Gen. Sarnoff said that the same afternoon, at Mr. Eisenhower's request, he conferred with Nelson Rockefeller, Special Assistant to the President on psychological warfare, and U. S. Information Agency and CIA officials. At the meeting's end, Gen. Sarnoff "undertook to submit his views on the subject and a suggested program of action," according to RCA. The result was preparation of the memorandum.

Gen. Sarnoff's plan calls for "dramatic victories as swiftly as possible." Along this path, the general saw possibilities for encouraging and guiding "passive resistance," for keeping supplied with information, slogans and leadership "pockets of guerilla forces . . . in Poland, Hungary, the Baltic states, China, Albania and other areas." Among specific activities discussed by the general, in addition to communications, were collaboration with emigrees and escapees and special schools to train personnel for political-psychological warfare.

Sarnoff Plan Lauded

SENATE Majority Leader Lyndon B. Johnson (D-Tex.) last week praised RCA-NBC Board Chairman Gen. David Sarnoff's "Program for a Political Offensive Against World Communism" (see adjacent story). Sen Johnson called the document "particularly impressive" and entered it in the *Congressional Record*. He said Gen. Sarnoff "belongs to that great group of Americans who are always on call when their government needs them. He has always been willing to set aside his personal affairs, however important, when his services can advance his country's welfare." Sen. Johnson described RCA as a "key element in our defense structure."

Rep. James Roosevelt (D-Calif.) last week proposed that Gen. Sarnoff be made chairman of the strategy board he proposes. He inserted in the *Record* an editorial from the New York *Journal-American* also proposing the RCA-NBC board chairman as head of the strategy board.

BROADCASTERS QUIET ON PAY-SEE ISSUE

DEADLINE for comments on whether the FCC should authorize the operation of subscription television is only 30 days away (June 9), and still no major broadcast entity has put its position in writing.

But the public has taken to pen and paper with an outpouring that has turned the FCC's mail and docket clerks into muttering letter openers.

As last week drew to a close, the Commission had 25 volumes of pay-tv correspondence in its docket section. Proponents of toll tv still predominated.

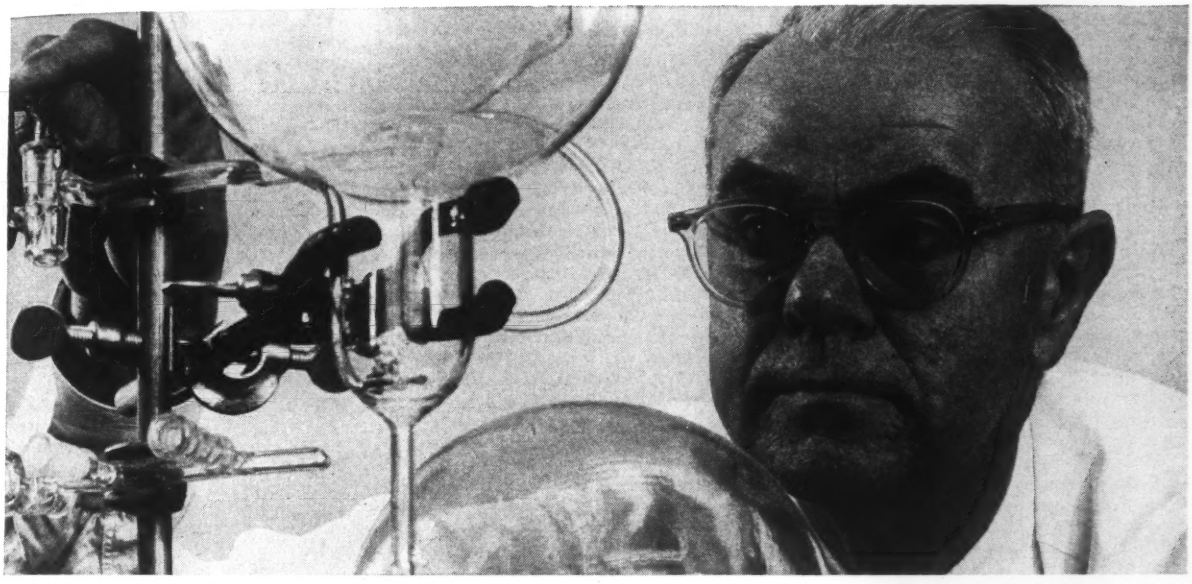
Among the "big" names writing in favor of subscription tv during the last week were Mrs. Eleanor Roosevelt, Cecil B. DeMille, Carl Sandburg (poet), Robert Sherwood (playwright), Tom Hamilton, U. of Pittsburgh athletic director.

Also on the favorable side was Vincent M. Gaughan, Buffalo, N. Y., attorney and vice president of ch. 27 WSTF (TV) Stamford, Conn., not yet on the air.

Polls were being taken by such dissimilar publications as the *Chicago Daily News* and

Maynard Reynolds

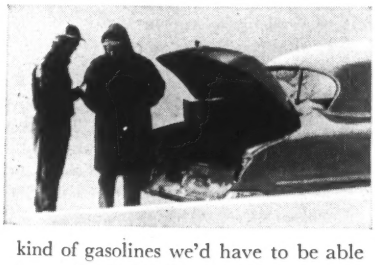
or what model gasoline for your 1958 model car?



"You've probably heard it said that competition in an industry brings the customers better products ahead of time.

"If you ever doubted it, you should have been looking over my shoulder lately.

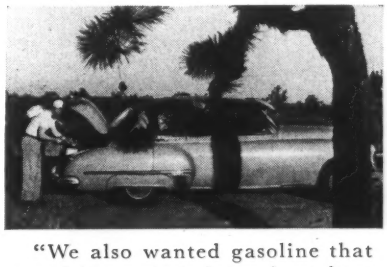
"I'm a research chemist for Union Oil. That's why, back in 1951—when Union was selling all the gasoline it could refine—the boss called me in. He said management wanted to know what



kind of gasolines we'd have to be able to market in 1958 to satisfy cars then.

"After studying trends in engine design, we set to work on our '58 model gasolines. We pushed octane right to the ceiling for the highest practical power and knock-rating. But we wanted more than power.

"We wanted gasoline that would start a cold engine in a wink and let you drive away without a warm-up. We took our test cars into snow country and worked at 20-below.



"We also wanted gasoline that wouldn't vaporlock. So we drove down into the desert and tested blends till we had one that would perform in an oven.

"Well, when we had all the vital statistics we showed 'em to the men on the 12th floor. They took a long look at the facts, okayed $70,000,000 for a refinery expansion program.

"As a result, we were able to introduce our 1958 model premium and regular gasolines in 1955—three years ahead of schedule. *And man, are the customers taking them away from us!*"

* * * *

Maynard's true story points up again the big advantage of being a customer under America's free enterprise system.

Because we compete with every other oil company for your business, we con-

stantly *have* to introduce improved products to please you.

But if—as in Russia today—government had a monopoly on all business, there would be no incentive to bring you anything better.

YOUR COMMENTS ARE INVITED. *Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.*

Union Oil Company OF CALIFORNIA

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

the weekly *Saturday Review*. The newspaper reported 1,414 in favor and 602 against pay-as-you-see tv. The literary journal stated that from 63.4% to 65% of its readers responding to its poll favored pay tv. The *Chicago Sun-Times* editorially repeated its stand in favor of giving subscription tv a chance in the marketplace.

Anti-pay tv won a couple of champions. *New York Times* radio-tv critic Jack Gould warned that pro-pay tv program promises were getting "unrealistic" and "vague." He said more and more tv stars hearing about the publicized wonders of toll tv were beginning to eye the potential for themselves. This would denude free tv of its attractions, he said. He also pointed out that subscription tv adherents have not specifically agreed there would be no advertising on toll tv. Mr. Gould has generally been in favor of letting subscription tv prove itself in practice.

An anti-pay tv resolution was adopted by a fact-finding committee said to represent more than 25 AFL show business unions affiliated with the Central Trade & Labor Council of New York. Unions represented included Actors Equity, AFTRA, Associated Musicians, Legitimate Theatre Employes, Radio-Tv Broadcast Engineers, Theatre Authority, Radio & Tv Directors Guild and Scenic Artists.

According to the union groups, toll tv would impose a "financial burden cn millions of wage earners" in lower income brackets and information and education programs now being enjoyed by millions of shut-ins and invalids would disappear from the free airwaves.

The union asked support for a resolution before the New York City Council that asks the FCC to disapprove pay tv.

The week started with a debate between Zenith sales vice president H. C. Bonfig and movieman Alfred Starr over NBC-TV. Mr. Bonfig was assisted by actress Cornelia Otis Skinner; Mr. Starr by tv personality and newspaper columnist Faye Emerson.

It ended with a donnybrook between Zenith and the Hollywood Ad Club which wanted a Zenith spokesman to debate pay tv with Mr. Starr in Hollywood May 16. Zenith refused to furnish a representative, charging that Mr. Starr was masquerading as an exponent of free tv when in actuality he was representing the movie exhibitors.

Mr. Starr expressed surprise, pointing out that he had debated Millard F. Faught, Zenith consultant, before the National Press Club in Washington last month, and Mr. Bonfig earlier in the week.

The Hollywood club finally secured Paul McNamara, International Telemeter Corp. executive vice president, and Joseph Brenner, Los Angeles radio attorney, to represent the pro side. Mr. Starr will be joined by Robert S. Taplinger, whose public relations firm represents the Joint Committee Against Pay Tv, for the negative.

Six Take Defense Tour

GROUP of broadcasters last week participated in a tour in Defense Dept. orientation project for civilians. They visited Quantico and Norfolk, Va., bases, spent two days on carrier and finished up at Eglin Field, Fla., and Fort Benning, Ga., bases. Broadcasters in party were Edgar T. Bell, vice president of KWTV (TV) Oklahoma City; William H. Taft, producer of *On Guard* tv series of Aerojet-General Corp., Azusa, Calif.; Sterling C. Quinlan, ABC Chicago vice president; FCC Chairman George C. McConnaughey; Bill Henry, commentator, and Sidney J. Wolf, president, Keystone Broadcasting System.

CBS PICKS WROW-TV AS THIRD CHOICE

President Stanton tells FCC network would rather affiliate with WRGB (TV) or the station pending in Vails Mills, N. Y., than with the uhf partly owned by CBS newscaster Lowell Thomas.

IF CBS had its choice, it would affiliate with ch. 6 WRGB (TV) Schenectady, N. Y., CBS President Frank Stanton told an FCC hearing examiner last week. WRGB is an NBC primary affiliate.

Mr. Stanton, testifying in the protest hearing brought by ch. 35 WTRI (TV) Albany, now dark, against last year's FCC action approving the sale of ch. 41 WROW-TV Albany to CBS newscaster Lowell Thomas and associates for $298,800.

Failing that, Mr. Stanton said, CBS would like to affiliate with whatever applicant secures the grant for ch. 10 in Vails Mills, N. Y. This is a vhf drop-in which is the subject of an FCC rule-making proposal. Third choice would be a uhf station, Mr. Stanton said.

Hearing on WTRI's protest began last Monday and was scheduled to continue Friday with Mr. Thomas and H. V. Akerberg, CBS-TV station relations vice president, testifying. It is being heard by Chief FCC Hearing Examiner James D. Cunningham.

Nub of WTRI's protest is that Mr. Thomas is a high ranking employe of CBS and his ownership of a broadcast facility violates FCC policy regarding station ownership by network employes. It also claimed that there was a secret agreement between Mr. Thomas and CBS regarding the tri-city network affiliation. This is an antitrust violation, WTRI claimed.

Mr. Stanton emphasized that his decision to change the CBS affiliation to WROW-TV was based on its superior facilities, compared to WTRI, and on his knowledge of the "aggressive" management capabilities of Frank M. Smith, Mr. Thomas' business manager, who has agreed to manage the station and live in Albany.

The CBS president said he gave no weight to Mr. Thomas' connection with the prospective purchase. Nor did he, he said, feel impelled to make the change because Rep. Dean P. Taylor (R-N. Y.) was involved. Rep. Taylor was one of the original stockholders in the WROW-TV grant. He and Louis Gross, Troy banker, remained with the new owners when the transfer was approved.

CBS President Frank Stanton (c) enjoys a chuckle with FCC Chief Hearing Examiner James D. Cunningham (r) and CBS-TV Station Relations Vice President H. V. Akerberg during a break in the hearing on the protest of WTRI (TV) Albany against the purchase of WROW-TV Albany by Lowell Thomas and associates.

Mr. Stanton said he also knew others in the purchasing group. He named Alger Chapman, New York attorney who handled tax matters for CBS; Edward Elliott, broker, and others.

The fact that this affiliation was not handled by the station relations department was "not unusual," Mr. Stanton said.

At one point, there was talk between Mr. Smith and Mr. Stanton of establishing a satellite operation on Amsterdam's ch. 52 to serve the Albany-Schenectady-Troy area.

In addition to Mr. Stanton, the week's witnesses included Harry C. Wilder, WTRI president; Richard B. Wheeler, WTRI manager, and Mr. Smith.

The CBS radio affiliation, now held by WTRY Troy, owned by Mr. Wilder, will be shifted to WROW, Mr. Stanton said.

WROW-TV is now owned by the original buying group plus the following, among others: H. V. Kaltenborn, NBC newscaster; Rep. Leo W. O'Brien, (D-N. Y.), and Roger Strauss, president of American Smelting Co. and president of the New York State Board of Regents.

On Thursday, the FCC upheld Mr. Cunningham in denying WTRI's request that it be permitted to bring into the case CBS affiliation practices in places other than Albany. The examiner had held that this was outside the scope of the hearing. The Commission upheld this viewpoint. Comr. Frieda B. Hennock dissented.

Representing WTRI was Paul A. Porter; WROW, Duke M. Patrick, and CBS, Seymour Lewis.

Storer Miami Ch. 10 Bid Hits Opposition From WKAT

OPPOSITION to Storer Broadcasting Co.'s application for Miami's ch. 10 [B•T, May 9] was voiced last week by WKAT Miami Beach, Fla., which is favored by an initial decision for that facility.

WKAT claimed that Storer has no right to have its application accepted by the FCC, since it did not make any move to try and get into the Miami ch. 10 hearing. Instead, WKAT said, Storer bought a uhf station in Miami—now WGBS-TV on ch. 23.

Storer's appeal to the appellate court was on the question of the FCC's multiple ownership rules, WKAT said. The decision on that point —declaring that the Commission's maximum limitation on single tv station ownership was illegal—has no bearing on Storer's right to re-apply for Miami's ch. 10, the Miami Beach station said.

WKAT said that it considered as *dicta*—not part of the decision—that part of the appeal court's opinion which expressed the belief that the FCC would accept Storer's application if it should be tendered again.

Pointing to Storer's ch. 10 application and its simultaneous petition to make Miami a predominantly uhf city, WKAT said that these moves were for the purpose of delaying ch. 10 operation in that city. It called on the Commission to deny the Storer application.

Storer's application for Miami's ch. 10 was accompanied by a petition that it be made a party to the ch. 10 hearing and that the hearing be reopened.

It also said that if its petition for deinter-

mixture was granted, it would withdraw its ch. 10 application.

Early last month, Storer asked the FCC to make Miami an all-uhf city by deleting chs. 4, 7 and 10. Two weeks ago, it amended its petition to ask only that chs. 7 and 10 be withdrawn from Miami. Ch. 4 is occupied by WTVJ (TV) Miami.

Echoes of Storer's purchase of the WMIE-TV Miami construction permit, approved by the FCC last December, were heard last week when the FCC officially denied the protest of WINZ-WMFL (TV) Miami.

The Commission said that the protestants had failed to sustain the burden of proof. FCC Comr. Frieda B. Hennock dissented.

WINZ-WMFL claimed that Storer bought the WMIE-TV permit and the facilities of WFTL-TV Fort Lauderdale in order to secure the NBC-TV affiliation. The complaint also charged that Storer planned to promote what is now ch. 23 WGBS-TV Miami by underwriting a one-channel converter campaign. Storer denied the allegations, charged in rebuttal that WINZ-WMFL (TV) offered to withhold filing the protest if it could share the 1,000-ft. WGBS-TV antenna tower in the Miami antenna farm [B•T, March 7].

U. S. Antitrust Group Sees Favoritism Charge

CHARGES that the Attorney General's committee to study the antitrust laws [B•T, April 4] was stacked in favor of big business were made last week before the House Antitrust Committee.

Rep. Wright Patman (D-Tex.), co-author of the Robinson-Patman Act establishing the anti-price discrimination law, claimed that half of the attorneys who were members of the Attorney General's committee were representing clients in pending antitrust suits. He also said he had been told that some of the patent recommendations in the report would favor RCA in its suit against Zenith.

The Texas Democrat said he had made inquiries to determine how many members of the 61-man committee were employed by RCA and how many by Zenith. The following five members represent RCA, Mr. Patman said: Hammond E. Chaffetz, Edward R. Johnston, Whitney North Seymour, Jerrold G. Van Cise and Laurence I. Wood. No member of the committee is employed by Zenith, Mr. Patman said.

Rep. Henry S. Reuss (D-Wis.) told the committee that the Attorney General's committee report favored weakening rather than strengthening the antitrust laws. It did nothing in certain areas where monopoly is in the ascendancy, he said. One of these is television, the Wisconsin Democrat declared. He said:

"In no field is monopoly more threatening today than in that of television, where increasingly a few large networks and newspaper organizations are acquiring a stranglehold on the industry. The Federal Communications Commission has accelerated this trend. In television, as elsewhere, the big get bigger and the independents go broke. In the last few months, independent uhf stations in Milwaukee, Oshkosh, and elsewhere have given up the ghost and gone off the air. The four major television networks and the 16 stations they own received 53.5% of the entire broadcasting revenues of the television industry in 1953; the other 318 stations, comprising 95% of the total number, received only 46.5%.

"Two months ago, Milwaukee had four local television stations, all of them independent and all of them locally owned by Milwaukee businessmen. Today, as a direct result of the Federal Communications Commission's policies, we have one locally-owned television station, WTMJ. Of the other local independent stations, Columbia Broadcasting System has acquired WOKY [TV], now WXIX [TV]; Hearst Newspapers Inc., is in the act of acquiring WTVW; and the remaining station, WCAN [-TV], finding its franchise canceled by CBS, has gone out of business. As the number of stations diminishes, their advertising rates go up and up, and soon the small businessman finds that he cannot afford to pay their rates for television advertising. Where is it going to end?"

The Dept. of Justice antitrust division chief objected to both characterizations in testifying before the Judiciary subcommittee later in the week.

Assistant Attorney General Stanley N. Barnes told the subcommittee that only 22 of the study committee's 61 members had ever represented defendents in a government antitrust suit. Many of these had at one time or another served in the Antitrust Division of the Justice Dept., Mr. Barnes said. The other two-thirds, Mr. Barnes said, comprised "outstanding" law professors, economists and citizens.

Mr. Barnes also demurred to the charge that the recommendations weakened rather than strengthened the antitrust laws. He urged the Congressional subcommittee to consider the recommendation that the fair trade law be repealed. He also proposed legislation that would force a businessman to open his books to the government in a civil antitrust suit. This also was recommended by the anti-trust study committee.

FCC Majority Abstains From Free Time Issue

FCC Comr. Frieda B. Hennock's testimony before a Senate Elections Subcommittee—in which she advocated free radio and tv time for political candidates [B•T, May 2]—does not represent the views of the Commission's other six members, FCC General Counsel Warren Baker told the subcommittee last week.

Testifying on the majority views of the FCC concerning a bill (S 636) to revise federal election control laws and raise the limits on campaign expenditures, Mr. Baker said that since the present language of S 636 makes no provisions affecting the Communications Act's Sec. 315 (equal time provisions), the FCC majority does not wish to advise the Senate group regarding election laws.

Mr. Baker said that although the "trade press" has estimated the two major political parties spent upward of $5 million during the 1952 presidential election campaign, the FCC has no official figures on the amount being spent in the two media.

He said the FCC majority does not want to take a position "until you determine what you propose to do" about free time proposals.

Some of the problems brought up by free time proposals, he said, are: (1) Should radio-tv time be paid for by candidates, the federal treasury or the stations themselves? (2) For what elective offices would time be furnished? (3) How much time would be left for a station's other obligations to the public? (4) Would the time be distributed evenly among all parties? (5) Since Sec. 315 applies only to candidates, should provisions be made for time for speeches by spokesmen for a candidate?

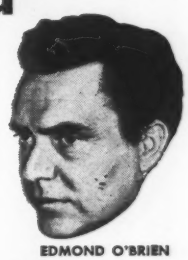
Sen. Carl T. Curtis (R-Neb.), who presided

Four big reasons why you should buy

JOHN IRELAND

WALTER SLEZAK

MERLE OBERON


EDMOND O'BRIEN

PLAYHOUSE

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

52 star-spangled films, paced by top names from Hollywood and Broadway...great scripts...superb direction by Roy Kellino, Ted Post, and others. If you want to make a real impression, this is for you!

ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.
CHICAGO · ATLANTA · HOLLYWOOD · DALLAS

at the Tuesday hearing by the subcommittee headed by Sen. Thomas C. Hennings (D-Mo.), described a letter he had received from a broadcaster, whom, he said, he had not yet received permission to identify.

This broadcaster, he said, was head of an 11-station shortwave network operation in San Francisco during World War II, when political broadcasts to troops overseas were "measured out to five parties equally." Troops in the Pacific, Alaska and Central and South America, the broadcaster said, heard broadcasts during the 1944 elections by not only the Democratic and Republican parties, but also "socialists, labor and prohibition parties." He indicated servicemen listeners did not react favorably to this arrangement.

Sen. Curtis also described the BBC's political broadcast plan for the British elections this month, under which the BBC divides a total of 5 hours and 15 minutes radio and tv time equally between the Labor and Conservative Parties. No other parties will receive time.

Mr. Baker replied that it would "be interesting" to compare this with the amount of time given free by the competitive system of radio and tv in the U. S., indicating the latter would outstrip by far the BBC allotment.

Sen. Curtis said BBC is keeping off the air all other programs likely to influence the election.

Hoover Recommendations Put Into House Proposals

TWO House Bills, implementing some of the legislative recommendations made by the Hoover Commission and its Task Force on Legal Services for separating administrative and judicial functions of the FCC and other federal agencies [B•T, April 11], were introduced last week.

HR 6115, introduced by Rep. Frank Thompson Jr. (D-N. J.), provides for development of a legal career service for civilian attorneys in government, with an office (Office of Legal Services & Procedures) created within the Justice Dept. to administer it.

HR 6114, also introduced by Rep. Thompson, would provide for establishment of an Administrative Court of the U. S. to number 24 judges of which one three-judge group, the Trade Section, would have jurisdiction over cases involving violation of antitrust and related laws.

Under the Administrative Court would be all hearing examiners now serving in the various agencies. They would be redesignated as hearing commissioners and would be be under a chief hearing commissioner appointed by the President, with Senate consent, for a 12-year term. He would be guided by a five-man advisory board appointed by the President from the judiciary, interested agencies and attorneys of administrative law.

HR 6114 also would:

1. Require "precise and complete" (affirmative) definition in enabling legislation for autority delegated by Congress to federal administrative agencies.

2. Extend the requirements for public participation in agency rulemaking, apply principles of separation of functions in areas now excepted by the Administrative Procedures Act, and provide for review by a board or superior agency officer of decisions based on tests and examinations.

At the time of its report the Hoover Commission and Task Force also had recommended:

1. That the legal staffs of each department, agency or regulatory body be integrated under an assistant secretary or general counsel.

2. That Congress study the feasibility of transferring to existing courts of general jurisdiction certain judicial functions of government agencies "such as the imposition, remission or compromise of money penalties, awarding of reparations or damages, and issuance of injunctive orders, wherever this can be accomplished without harm to the regulatory process."

America Bar Unit Backs Amendment of Sec. 309 (c)

SUPPORT for the FCC's request to have the protest provisions of the Communications Act amended was voiced last week by the Communications Committee, Administrative Law Section, American Bar Assn.

In a special report on Senate and House bills to amend Sec. 309(c), the law group urged Congressional enactment with clarifying amendments. The report was signed by Arthur W. Scharfeld, chairman of the Communications Committee.

Both bills (S 1648 and HR 5614) were introduced last month by the chairmen of the respective Senate and House Commerce Committees at the request of the FCC. Both Sen. Warren G. Magnuson (D-Wash.) and Rep. Percy J. Priest (D-Tenn.) have promised hearings on the bills.

A request for hearing and to be heard was submitted to both committees a few weeks ago by the Federal Communications Bar Assn. FCBA has not yet taken a position on these two bills.

Sec. 309(c) was included in the Communications Act in the McFarland amendments of 1952. It provides that any party in interest may for 30 days protest an FCC grant made without a hearing. The Commission is then required to determine whether the protestant is a party in interest, and if so to grant a hearing, and to stay the grant involved.

The FCC-proposed amendments—required because of "abuses" in the use of the protest rule, the Commission alleged—would permit the FCC to use its discretion regarding the issuance of a stay order, to deny the protest without a full hearing if in its judgment the facts alleged, even if true, make no difference in its decision, and to permit the Commission to redraft the protest issues.

The basic objectives of the protest rule are good, the ABA committee declared, but the "liberal interpretation of 'parties in interest' . . . together with the mandatory stay and the absence of any effective limitations upon the scope of protest hearing, has resulted in the Section's use primarily as a competitive device for delaying purposes by existing interests against new services."

TelePrompTer Takes Issue With Neuberger Proposal

A PROPOSAL by Sen. Richard L. Neuberger (D-Ore.) that tv audiences be informed when a political candidate is using make-up or prompting devices while being telecast [B•T, May 9] drew criticism last week from the manufacturer of one of the devices—TelePrompTer Corp., New York.

Irving Kahn, board chairman of TelePrompTer, said he is writing Sen. Neuberger that what the senator proposes may foreclose from consideration some of the nation's "most competent political talent" because they are afraid of the difficulties of speech-making on radio and tv.

He said TelePrompTer would be glad to demonstrate its device for the benefit of senators—even at hearings on the bill.

Better Living Attributed To Advertising by Magnuson

THE American family lives better, is better informed and is happier than a generation ago because of modern advertising tools, Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, told the Seattle Advertising Club last Wednesday.

But with the right to direct people in their buying habits goes the obligation of sincerity, he said. He cited among other things the public's right to buy a tv set that tunes in both vhf and uhf signals and touched on the Commerce Committee's activities in seeking agreement from set manufacturers to make all-channel sets so the consumer will not be "penalized through the loss of part of the channels he would otherwise get."

"We're hopeful," he said, that set manufacturers will agree to install uhf in every set "if we, in Congress, will remove the excise tax that the federal government now collects."

AT&T Off-Air Pickup Plan Questioned in CBS Comment

BOOST for privately owned intercity relays was made to the FCC last week when CBS questioned the ability of the AT&T's proposed off-the-air pickup service [B•T, Feb. 28] to help tv stations in remote areas.

The AT&T off-the-air pickup service would limit the receiving station in its choice of programs, CBS said, since it would make it dependent on the sending station.

In addition, CBS said, AT&T asked for three-year contracts for the off-the-air service, whereas network contracts only run for two-year periods. This is inequitable, the network said.

The CBS comments were filed in response to the FCC's call for additional remarks regarding its pending proposal to permit tv stations in distant communities to build their own intercity relays in order to bring network programs to their communities. AT&T's new off-the-air service was announced shortly after it filed comments in opposition to this suggestion. Most comments have been in favor of the FCC's proposal and in opposition to the requirement that the AT&T service be used [B•T, May 9]. Deadline for comments on this subject is May 20.

WAHR Drops Handicapper, Denies FCC Implications

ALTHOUGH contending its ex-jockey Jimmy Grant is a licensed racing handicapper in both city and state and neither local authorities nor listeners have ever complained about his race tip show, WAHR Miami Beach a fortnight ago advised FCC that in view of "serious implications" contained in a pre-hearing McFarland notice respecting the station's bid for license, it "will not carry Mr. Grant's program or a similar program by anyone else in the future." WAHR said Mr. Grant sold his race selections for $10 and promised refund if horse failed to win. Station said it had checked the show carefully, adding that the FCC complaint was first ever received [B•T, April 11]. FCC also has written WFEC and WMIE Miami and WMBM Miami Beach.

WMBM answered FCC's charges by stating that the Al Laurence program named by the Commission, was removed from the station's programming shortly after the Rounsavilles took over the station early in 1953. In Decem-

ber 1954, the Laurence program was permitted to resume, but it continued only until Jan. 24, 1955. The program, the station said, did not give horse race tips, but was on behalf of a handicapper's guide published by Mr. Laurence. The station checked with the Better Business Bureaus and the chiefs of police in the various communties which it serves, WMBM said, and none objected to the program or the subject matter of the advertising.

'Play Marco' Agency Seeks To Prove Legality of Show

FCC ACTION against KTLA (TV) Hollywood which forced cancellation of its tv-bingo show *Play Marco* [B•T, May 9], indicates that "for the sake of the record, the Commission would like a legal decision on the show," Pat Cooney, radio-tv director of The Caples Co., said last week. Caples is the Los Angeles advertising agency which syndicates *Play Marco* in 28 markets across the U.S.

"We are seeking a method of bringing it into court and clearing it once and for all," Mr. Cooney explained. "We are confident that *Play Marco* comes within the scope of the U. S. Supreme Court decision of April 5, 1954 (ABC-TV vs. FCC), the case in which *Stop the Music* was declared legal."

Mr. Cooney pointed out that not only was the program cleared by state and local authorities before it was first presented 10 months ago by KTLA, but that it has use of the U. S. mails. Moreover, he said, "the Justice Dept., whose duty it is to enforce federal lottery laws, has raised no question as to its legality."

Klaus Landsberg, KTLA vice president, said his station's dropping of the show "in no way" concedes the correctness and validity of the program. He said KTLA cancelled *Play Marco* because of FCC's attitude, which imperiled renewal of the station's license.

Meanwhile, WGN-TV Chicago, which formerly carried *Play Marco* and was to renew it last Tuesday under sponsorship of the National Tea Co., announced it has withdrawn the program in the light of FCC's ruling. Station officials and representatives of Caples and National Tea visited FCC Monday about the problem, it was reported. WGN-TV advised viewers to retain their *Play Marco* cards, indicating hope of "some possibility that the issues of difference may be resolved in the near future."

Diversification Issue Key to Sacramento Case

WHAT may be an historic legal battle is scheduled for this Thursday when the Sacramento ch. 10 case is scheduled to be argued before a three-judge panel of the U. S. Court of Appeals in Washington.

Key is the FCC's policy regarding diversification of the media of communications.

At issue is the Commission's grant of the Sacramento vhf channel to Sacramento Telecasters Inc. (KBET-TV) and its denial of the application by McClatchy Broadcasting Co. (KFBK-*Sacramento Bee*) for the same facility. McClatchy appealed that decision when the Commission favored the non-newspaper owned applicant on the ground that it promoted diversification. Joined with McClatchy is the American Newspaper Publishers Assn. Both have asked the court to rule specifically on the Commission's right to discriminate against newspaper broadcast applicants.

Webster Cites 'Trafficking' In Thomasville Sales

ISSUE of Commission policy toward trafficking in permits was raised last week in opposition to the FCC approval of the sales of WKTG and WCTV (TV) Thomasville, Ga.

Ch. 6 WCTV (TV) was sold by E. D. Rivers Sr. to John H. Phipps, owner of WTAL Tallahassee and WTYS Marianna, Fla. Mr. Phipps pays $88,700 to Mr. Rivers for tv expenses and equipment and assumes GE equipment obligations of $331,464. Mr. Phipps also pays Mr. Rivers $38,000 for Mr. Rivers' contract to purchase WKTG Thomasville for $62,000 from Southern Broadcasting System Inc.

Approving the sales were Comrs. Hyde (Acting Chairman), Doerfer and Lee. Comrs. Webster and Bartley dissented, favoring a hearing, with Comr. Hennock not voting. Chairman McConnaughey, on a Defense Dept. tour, was not present.

In dissenting from the majority action, Comr. Webster stated in part:

"I do not take the position that the Commission should or could promulgate a hard and fixed rule under which it would determine what payments can legitimately be made where the assignment or transfer of a bare permit is concerned. But I think the Commission should now pause long enough in its consideration of construction permit assignments and transfers to enable it to determine whether it proposes to abandon the Commission's long-standing policy against trafficking in frequencies, and, if not, to set up some general guide for determining what constitutes trafficking of that nature. For I contend that the Commission can set up a general policy in this connection which would at least permit us to achieve a certain degree of consistency.

At the same time the FCC authorized WCTV to change its transmitter from 2.7 miles north of Thomasville to 18 miles southwest of that city and 16 miles northeast of Tallahassee, Fla. WCTV also was allowed to boost its effective radiated power to 100 kw visual and 50 kw aural.

Brush-Moore Newspapers Seek Low Power Vs, Canton Ch. 12

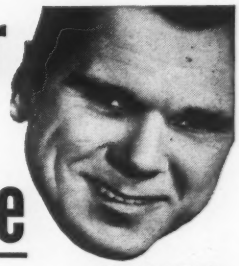
PETITION for rule making to authorize low power vhf stations and the assignment of ch. 12 to Canton, Ohio, was filed with the FCC last week. Ch. 12 there was never assigned because too much interference with other operations was feared.

The petition was filed by Brush-Moore Newspapers Inc., owner of WHBC-AM-FM Canton, and WPAY-AM-FM Portsmouth, also Ohio.

Brush-Moore requested the Commission to permit allocation and operation of vhf community stations without regard to mileage separation requirements. The stations are to operate with reduced power and antenna heights so that interference to existing channels or stations would not exceed that allowed under existing rules, the petition said.

Brush-Moore said that under this plan ch. 12 can be utilized to provide a new, first and only local vhf service to Canton by permitting operation on that channel at Canton with effective radiated visual power of 5.4 kw and antenna height of 300 ft. above average terrain. Brush-Moore said that in event ch. 12 is assigned to Canton it will file an application for that station.

Four more



JACKIE COOPER

reasons why

RICHARD CARLSON

you should

JOAN CAULFIELD

buy

EDWARD ARNOLD

PLAYHOUSE

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

Strictly a top-drawer series... 52 films combining famous stars (like these), great stories, top production in one quality package. No wonder critics call them "outstanding" ..."first class"!

ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.
CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

WMAL-TV Asks Power Hike To Average ERP of 252 Kw

WMAL-TV Washington, *Evening Star* station, Thursday asked the FCC for permission to increase its effective radiated power from its present 22 kw to a new high of 252 kw. The transmitter will be located on the American U. campus in Washington, site of the present plant [B•T, May 2].

A contract for 25 kw amplifying equipment was signed Thursday with Standard Electronics Corp. by John W. Thompson Jr., president of the Evening Star Broadcasting Co.

Fred Houwink, station manager, said an egg-shaped signal pattern will be directed so the strongest signal is carried into the densely populated metropolitan area with 400 kw strength.

Latrobe Grant Made Final

FCC last week made effective immediately an Examiner's initial decision and granted the application of Latrobe Broadcasters for a new daytime am station at Latrobe, Pa., on 1480 kc, 500 w.

Meanwhile, FCC Examiner Hugh B. Hutchison issued an initial decision proposing to grant Charles M. Morgan, trading as Port Broadcasting Co., a new fulltime 250 w standard station on 1230 kc at Wilmington, N. C. The Examiner also proposed to grant the bid of WSIP Kinston, N. C., to change from 100 w to 250 w, operating fulltime on 1230 kc. The Examiner found that under the facts both applications should be granted and that the relative slight mutual interference between the applicants does not constitute a bar to a grant of both.

CONTRACT for a new 25 kw amplifier raising WMAL-TV Washington power from 22 kw to 252 kw is signed with Standard Electronics Corp. L to r: seated, Fred Houwink, station manager; John W. Thompson Jr., WMAL-AM-TV president; standing, James Campbell, Standard district sales manager, and Albert T. Powley, WMAL-TV chief engineer.

KWGB Gets Ch. 10 Grant

KWGB Goodland, Kan., last week was granted ch. 10 there by FCC. The new station will operate with effective radiated power of 204 kw visual and 110 kw aural with antenna 580 ft. above average terrain. KWGB is owned by James E. Blair, general manager.

KLTV (TV) Again Asks FCC For Own Intercity Relay

KLTV (TV) Tyler, Tex., last week petitioned the FCC for reconsideration of its application to construct a private tv intercity relay system between Tyler and Dallas. The FCC had denied KLTV's petition last month on grounds that its rules do not permit private relay systems where common carrier relays are available.

The KLTV petitions said it was requesting authority to operate its own facilities because common carrier facilities for its limited operation requirements are not available. KLTV told the Commission that the common carrier cannot provide the service on order, since the carrier has not constructed off-the-air facilities to serve Tyler, and it will not construct the facilities until KLTV orders. The petition continued that the 24-hour service proposed by the common carrier at $2,670 per month does not meet the station's specific needs.

The KLTV petition contained a copy of an order it had placed with the common carrier in accordance with its need. KLTV wants a one microwave unit to render service five hours a day for three years, with the charge for this service not to exceed $800 per month.

Simultaneouly with the filing of its petition, KLTV wrote similar letters to Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee; Rep. J. Percy Priest (D-Tenn.), chairman of the House Commerce Committee, and Rep. Martin Dies (D-Tex.), telling of its fight to obtain its own microwave relay link.

WLAQ Transfer Cited

PRE-HEARING McFarland letter was sent by FCC last week to WLAQ Rome, Ga., concerning its applications for renewal of license and for transfer of control from the estate of B. H. Mooney to B. A. Mooney Jr., the latter described as already consummated. FCC's letter noted WLAQ since 1951 has "consistently displayed a complete disregard" of Commission rules requiring prompt filing of applications and reports and noted the transfer took place a year ago.

KHTV (TV), WTHS-TV Delay

FCC last week granted the application of ch. 10 KHTV (TV) Hibbing, Minn., for a six-month extension of time to complete construction. The application was granted without hearing. Comrs. Webster and Bartley dissented.

In a separate action, the FCC granted a similar six-month extension of time to complete construction to noncommercial educational ch. 2 WTHS-TV Miami, Fla.

WGNS License in Jeopardy

ORDER to show cause why the license of WGNS Murfreesboro, Tenn., should not be revoked has been issued by the FCC, which charged that WGNS had violated sec. 3.181 of the rules by failing to keep the required operating and program logs. The FCC further charged that despite previous cease and desist orders of March 1953, WGNS had violated the rules on two occasions. The Commission also charged that WGNS had been operated with power calculated by the indirect method of 269 w in violation of sec. 3.57 of the rules. Hearing on the order was set for June 13.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

Choose any measurement you like—

BMB
SAMS
PULSE
HOOPER
NIELSEN

For 31 years WDBJ has been the MOST LISTENED TO—MOST RESULTFUL RADIO STATION in Roanoke and Western Virginia.

Ask Free & Peters!

WDBJ
Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.
Owned and Operated by the TIMES-WORLD CORPORATION
FREE & PETERS, INC., *National Representatives*

NLRB STEPS OUT OF AFTRA-AFM DISPUTE

National Labor Relations Board says it cannot rule on whether AFM should be allowed to represent some network tv performers. Earlier ruling held AFTRA as bargaining agent. NARTB decries decision not to decide.

DESPITE one of the longest hearings on record, costing the parties an estimated half-million dollars, National Labor Relations Board last week used a technicality to avoid deciding the jurisdictional problem centered around union musicians who appear on tv in non-musical roles.

The case arose in April 1954 when the ABC network asked the board to clarify a prior ruling that certified American Federation of Television & Radio Artists as bargaining agent for network tv performers. This ruling left the parties confused, with ABC asking the board to clear up the situation.

AFTRA issued a press release voicing pleasure at the NLRB's decision, saying it vindicated the AFTRA stand against "an attempted raid" on their jurisdiction by the American Federation of Musicians. The union also said the board has prevented a displacement of AFTRA personnel in Chicago by combination musicians-performers who belong to AFM and would have worked as musicians-performers for lower fees than provided by the AFTRA performance contracts.

NARTB had filed a letter April 26, 1954, asking to intervene in the ABC motion to clarify. A brief was filed later. NLRB decided to reopen the record and held extensive hearings in Chicago and New York.

Charles H. Tower, NARTB employer-employe relations manager, told B•T:

"The decision of the Board denying the original motion, coming as it does after all this elaborate proceeding has been held, completely negates the efforts of the parties to peacefully resolve the issue. The parties are left with nothing whatsoever in the way of guidance from the agency of the government which is supposed to prevent industrial strife by resolving representation case disputes through peaceful procedures. To me, this decision seems incredible."

He added, "If the board was going to deny the ABC motion, the denial should have been made in May of last year before the parties spent large sums on a fruitless hearing."

NLRB's decision contended this ABC petition was not the appropriate place to decide the three-way issue between the network and the two unions. It added, "The issue as to these employes is so inextricably woven with the broader problem that its resolution could not be accomplished without what would amount to a reconsideration of the unit itself."

Mr. Tower, in commenting on the decision, said "all relevant facts were set forth in the minutest detail" during the hearings held last year from June 29 to Oct. 14.

Writers Seek Extension Of Minimum to Radio-Tv

WGAW will vote at annual meeting on a proposal to extend basic rules in theatrical film writing to broadcasting.

EXTENSION to tv and radio of minimum basic agreement rules already in use for several years in theatrical film writing will be voted upon by the membership of Writers Guild of America West this Wednesday at the annual meeting in Beverly Hills.

WGAW spokesmen also were hopeful that completion of negotiations on live tv and freelance radio contracts with major networks, currently in progress in New York, would permit a membership vote at the meeting. WGA East, New York, will hold its annual meeting Thursday, at which negotiation contracts, if ready, and rule extension to the radio-tv field, also will be on the agenda.

A letter from WGAW Executive Secretary Frances Ingles to the membership outlined the rule proposals. It states that ratification would not only establish ethical and professional standards for entire guild membership, but would also "fortify members against the unscrupulous producer who might otherwise cajole or coerce the individual writer into substandard practices." The letter continues:

"Because the tv field has not yet stabilized . . . a confusion exists, concerning freelance employment in tv staff writing—i.e. just how much (service) a freelance writer can be expected to contribute . . . without undertaking staff writer functions. . . ."

WGAW tv board has ruled if a writer is required to keep regular office hours or consult with producer or other writers on another writer's work (unless he is hired to revise other writer's work for a fee), the writer may not consider this freelance tv work, but the offer of free collaboration, the letter notes.

Also to be considered a violation of tv freelance rules are the viewing of stock film more than one calendar day per assignment, or multiple submissions, oral or written, of stories on a single assignment.

Further, the WGAW tv board defines a "polish" assignment to consist of dialogue changes only; a "rewrite" assignment to consist of changes not involving a third of the existing script, and that changes beyond this consists of writing an entire new script, with appropriate compensation (i.e. $700 minimum for a half-hour script, instead of approximately $205 minimum).

Other proposals include:

Members must file a copy of their employment contracts with WGAW within two weeks when the guild tells them no such contract is

TNT-IATSE Sign Pact Covering All C-C Employes

SIGNING of the first nationwide labor agreement covering employes in closed-circuit television was announced last week by Theatre Network Television and the International Alliance of Theatrical Stage Employes (AFL). Negotiations were conducted by Martin H. Poll for TNT and International representative John J. Francavilla.

TNT already has a 41-city network of large-screen projectors, which will be operated by IATSE crews. The first telecast under the new contract is scheduled for today (Mon.) when a network of 35 cities will carry a special medical program sponsored jointly by the American Medical Assn. and Smith, Kline & French Labs. On May 16 TNT will telecast the Marciano-Cockell heavyweight championship bout from San Francisco for showing in more than 80 theatres across the country, said to be the largest closed-circuit network organized.

Still more reasons why you should buy

PRESTON FOSTER

ROBERT STACK

SALLY FORREST

DAVID BRIAN

PLAYHOUSE

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

Sponsors of all kinds have switched to The Playhouse because of its consistent high quality. No other filmed dramas you can buy offer this top combination of "name" stars, taut stories, elaborate production.

ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.
CHICAGO · ATLANTA · HOLLYWOOD · DALLAS

on file, or within one week after signing a contract.

No member shall do any work, including stock film review, before assignment to project under a contract.

No member shall sign a contract violating minimum basic agreement.

Members must report violations of WGAW working rules or contracts, for appropriate guild action.

Writers may not work for producers on the WGAW "unfair" list, unless the producer first posts a bond guaranteeing compensation.

No member shall "ghost write."

No "speculation" writing will be permitted, or any arrangement in which pay is subject to either material approval or producer's ability to pay. Members may discuss thoughts or reactions on material with producers, but WGAW then recommends the writer register with it a memorandum on suggestions submitted.

Writer-producers, to obtain collaboration credit, must notify WGAW and the other writers on the project of this intent before they start writing the work.

Writers must use their own names in credits, unless they already have established pseudonyms, or register one before starting assignment, or before final rights to material are disposed.

AFTRA Strike Threatens In Los Angeles Area Stations

LAST-MINUTE attempts to avert a strike by American Federation of Tv & Radio Artists against 16 Los Angeles independent radio stations were underway last Thursday.

Claude McCue, AFTRA Hollywood executive secretary, told B•T he will ask a strike vote at a May 18 membership meeting if negotiations do not get results.

Major issues are wage scales, employer contributions to AFTRA's welfare-pension fund and establishment of severance pay. Negotiations have been in progress since last March with the last two-year contract expiring April 30.

AFTRA demands are for a $10 weekly wage increase over the current $85 to $118 scale, which Mr. McCue states is "far below prevailing rates in comparable markets."

Additionally, the union wants a one year contract only; one week's severance pay for each year's employment to a six-year maximum, and a 5% employer contribution over the salary, to AFTRA's welfare-pension fund.

Station negotiating committee, headed by Calvin J. Smith, general manager, KFAC Los Angeles, has offered a $5 first year and $3.50 second year weekly pay increase, and no fund contributions. Mr McCue terms this "wholly unacceptable."

Involved are 75 employes of stations KALI, KWKW and KXLA, all Pasadena; KBIG Avalon; KFAC, KFVD, KGER, KPOL and KRKD, all Los Angeles; KFOX Long Beach; KFWB, KGFJ, KLAC and KMPC, all Hollywood; KGIL San Fernando and KOWL Santa Monica. KIEV Glendale, with whom AFTRA has a tentative agreement, is not involved.

KBET-TV Votes for NABET

NATIONAL Assn. of Broadcast Employes & Technicians has been named bargaining agent for 19 employes at KBET-TV Sacramento. The election, held May 2, involved engineers, technicians, cameramen, news and production personnel. The vote was 12 in favor of NABET, seven for the International Brotherhood of Electrical Workers and none for International Alliance of Theatrical & Stage Employes.

QRG DETAILS SHOW PRICES AND FORMATS

Aim of Quality Radio Group to offer larger mass audiences at lower costs is explained at New York conference.

A LIST of programs which Quality Radio Group has available for sale to advertisers, along with details of price and format, was revealed for the first time last week by William B. Ryan, executive vice president of the station-owned-and-operated group.

At a trade news conference held Wednesday in New York to spell out the background and advertiser benefits of QRG and outline its purposes and plans, Mr. Ryan said the 36 QRG member stations could reach a larger mass audience at less cost than any other medium available today. QRG circulation costs, he said, are 26% less than NBC's, 43% less than CBS Radio's and 39% less than ABC's, based on Standard Audit Measurement data. The 36 stations, most of them operating with 50 kw, cover 90% of the nation, Mr. Ryan asserted.

THE 10-man board of Quality Radio Group Inc. met in New York for the quarterly meeting late last month [AT DEADLINE, May 2]. L to r: standing, Don Thornburgh, president-general manager, WCAU Philadelphia; Frank Schreiber, station manager, WGN Chicago; W. H. Summerville, vice president of QRG and general manager of WWL New Orleans; William D. Wagner, secretary-treasurer, QRG; Frank Fogarty, vice president-general manager, WOW Omaha; seated, Chris Witting, president, Westinghouse Broadcasting Co.; Ward L. Quaal, president of QRG and vice president-general manager of Crosley Broadcasting Corp.; Ralph Evans, executive vice president, WHO Des Moines; C. T. Lucy, general manager, WRVA Richmond, Va., and William B. Ryan, executive vice president, QRG.

He made clear that, at least for the present, QRG is interested in selling only nighttime periods on its member stations as a complete group, plus Saturday and Sunday daytime. It is not interested in selling Monday-Friday daytime periods, or in selling spots or in selling on a station-by-station basis. However, although an advertiser must buy the complete group, each station will slot his program in its best available time period, and an advertiser may, if he wishes, use different programs in different regions.

Emphasizing that QRG is not selling programs for a profit but rather is serving as "program scout" to assist advertisers, Mr. Ryan said the organization is not offering periods shorter than 15 minutes and as yet has kept virtually all of its programs down to no longer than half an hour, though longer ones may be developed or acquired later. Programs come from the member stations from program packagers, from talent agencies and from "new program sources." Among those listed last week were:

Music in The Air, a quarter-hour series featuring singers Martha Wright and Earl Wrightson with orchestra conducted by Henry Sylvern. Available one, two, three, or five times weekly. Time and talent cost: $3,656.50 per quarter hour (which breaks down, figuring on the basis of three commercials in the quarter-hour, $1,218.83 per commercial minute).

Cornell Wilde Show, general-appeal half-hour dramatic series with actor Cornell Wilde as host. Time and talent cost: $6,655.05 per half-hour ($1,663.76 per commercial minute, based on four commercials per show).

Adventures With Stamps, three quarter-hour programs per week based on stories behind the world's famous stamps. Time and talent cost: $3,690.92 per quarter-hour ($1,230.31 per commercial minute).

Mystery Jackpot, half-hour series of various mystery programs. Time and talent cost: $5,835.05 per half-hour ($1,458.76 per commercial minute).

Other programs listed by Mr. Ryan as available included *Nation's Press Conference*, a weekly half-hour produced by Martha Rountree, creator of *Meet the Press;* half-hour *Marlene Dietrich Show; Big Scene*, three weekly quarter-hours taken from soundtracks of major Hollywood pictures; *This House Is Haunted*, weekly half-hour visit to "haunted" houses, with John Reed King interviewing witnesses of haunted house phenomena; *Mystery Hall of Fame*, half-hour series based on stories nominated by Mystery Writers of America and available in one to five episodes weekly; *Yours For a Song*, featuring Meredith Willson as conductor-host and available in half-hour or hour segments; *Johnny Mercer Show*, half-hour program featuring musical name stars; John Nesbitt's *Passing Parade*, 15 minutes, three or five times weekly; *Gabby Hayes*, quarter-hour, one, three or five times a week; *Florian Zabach*, quarter-hour of music by the violinist, and other shows.

Stressing the coverage potential of QRG, Mr. Ryan said 21 members are NBC affiliates which provide 47% of NBC's coverage; 12 are CBS Radio affiliates that represent 24% of that network's coverage, while the others are the powerful WOR New York and WGN Chicago,

Mutual affiliates, and KEX Portland, Ore., an affiliate of ABC. The identity of the San Francisco member of QRG has not been disclosed, Mr. Ryan said, but will be a 50 kw outlet.

According to Mr. Ryan, QRG offers 36 "power-prestige stations" that will provide the advertiser "national audience, through planned coverage; lowest cost; distinctive programming with maximum flexibility." In addition to Quality programs at best available times and the use of local personalities to deliver the sales messages, he said, the QRG plan includes merchandising, on-the-air promotion, and integrated advertising campaigns to build audience throughout each station's coverage area.

Mr. Ryan said QRG stations "reach 19 million at a cost less than for any other group of radio or television stations—or any national magazines—with comparable coverage, audience or acceptance."

He said QRG's decision to sell programs but not spot announcements should not be construed as minimizing the importance of announcements but that the radio advertiser needs "elbow room" to do a planned, effective selling job.

"The advertiser who buys cheaper-by-the-hundred 'packages' under the impression that the program—or editorial content—of the network or stations will hold up to high listener standards is going to be disappointed," he said. "The very nature of sponsored programs permits the advertiser to help plan programs which will best serve as a setting for his commercials."

Pointing up the strength of radio, Mr. Ryan stressed that 11 million radio sets were bought last year ("as many radios have been bought in the last three years as tv sets since tv started"); that seven out of eight radio sets are in non-tv locations; that 15.5 million radio homes have no television ("a radio-only market nearly as large as all the states west of the Mississippi"); that there are more than 30 million radios in automobiles, adding audiences measured at from 14 to 33% to the in-home audience at various times of the broadcast day; that on a typical weekday evening 56,250,000 persons over 10 years of age listen to the radio.

Eiland Succeeds Dennis As WJNO-TV General Mgr.

TED EILAND, general manager of WTAP (TV) Parkersburg, W. Va., has been named general manager of WJNO-TV West Palm Beach, Fla., succeeding Walter L. Dennis who has resigned to return to Lansing, Mich., where he will serve as Lansing Merchants Assn. promotion director.

MR. EILAND

Mr. Dennis was manager of WILS-TV (now WTOM-TV) Lansing before moving to Palm Beach. He also has served as radio-tv director for Allied Stores Corp., New York, and held posts with WHN (now WMGM) New York; KVOO Tulsa, Okla., and the National Assn. of Broadcasters (now NARTB).

Florida Station Leased

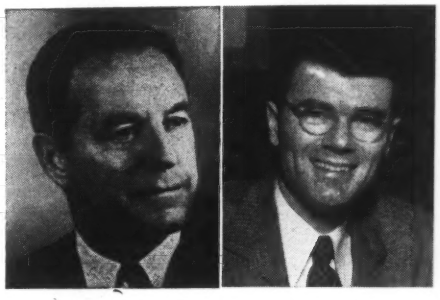
WBRD Ft. Lauderdale, Fla., unable to rebuild after a destructive fire, has been leased for 15 years at $4,800 per year to WIL-AM-TV St. Louis.

Two WBC Executives Named to New Offices

Swartley elected vice president-Boston and Baudino named vice president-Washington. McGannon to board.

AS PART of a realignment of responsibilities at Westinghouse Broadcasting Co., W. C. (Bill) Swartley, general manager of the company's WBZ-TV Boston, last week was elected to the new office of vice president-Boston of WBC.

This development was announced by Chris J. Witting, president of WBC, who also revealed that Joseph E. Baudino has been named vice president-Washington, and Donald H. McGannon, vice president and general executive of WBC, has been elected a member of the board of directors [CLOSED CIRCUIT, April 11].



MR. BAUDINO MR. SWARTLEY

The realignment, Mr. Witting said, also will result in the moving of WBC headquarters from Washington to New York about June 1. Headquarters will be established in the Chanin Bldg., 122 E 42nd St., New York. WBC, he added, will continue to maintain its Washington office at 1625 K St., N.W., with Mr. Baudino in charge.

Mr. Witting explained that the changes stem from the need to reassign responsibilities arising from WBC's growth in "an ever-changing industry," and added:

"Mr. Swartley's and Mr. Baudino's new assignments are part of a plan to assign responsibility, when appropriate, on a regional basis."

Mr. Witting pointed out that in less than two years, WBC had acquired three tv properties—WPTZ (TV) Philadelphia, KPIX (TV) San Francisco and KDKA-TV Pittsburgh. These acquisitions plus increased activities by the company's five radio properties have increased WBC's sales volume and accelerated headquarters work, according to Mr. Witting.

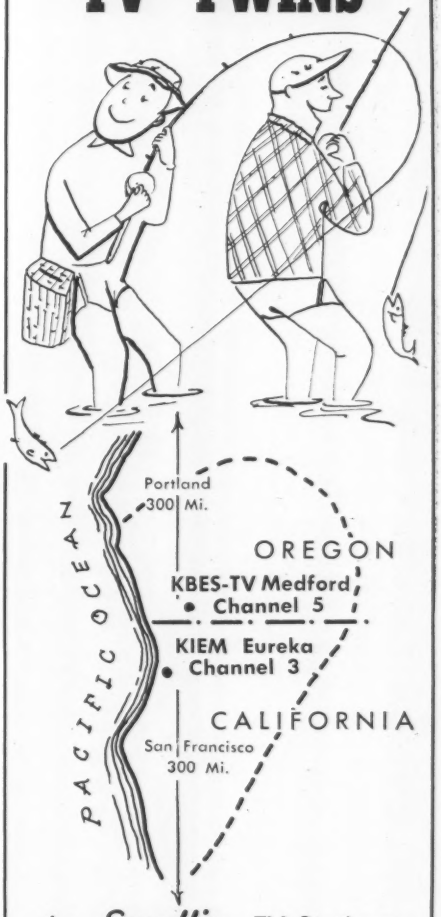
Aside from Mr. McGannon, the directors of the company are: Gwilym A. Price, president of Westinghouse Electric Corp., of which WBC is a wholly-owned subsidiary; E. V. Huggins, vice president-corporate affairs of Westinghouse Electric and chairman of the WBC board; G. H. Bucher, chairman of the board of Westinghouse Electric International Co.; C. E. Headlee, comptroller of Westinghouse Electric; Ralph N. Harmon, vice president of engineering of WBC; John W. Steen, WBC attorney, and Mr. Witting.

WMAK Names Phelps

APPOINTMENT of Edwin P. Phelps Jr. as manager of WMAK Nashville, Tenn., has been announced by Emil J. Popke Jr., vice president and general manager of licensee Volunteer State Broadcasting Co.

Following his appointment, Mr. Phelps named Joe Allison as WMAK's program director.

The CALIF.-ORE. TV TWINS



the Smullin TV Stations

KIEM CHANNEL 3 Eureka, Calif.

KBES CHANNEL 5 Medford, Ore.

two markets one billing

MARKET FACTS

POPULATION 291,906
FAMILIES 91,220
RETAIL SALES $378,018,000
CONSUMER SPENDABLE INCOME .. $426,188,000

"The Calif-Ore TV TWINS bridge the gap between San Francisco & Portland with EXCLUSIVE VHF Coverage on Channels 3 & 5."

CBS

for CALIF-ORE TV TWINS call Wm. Smullin, Gen. Mgr.

or ask HOAG-BLAIR national representatives

WNOX Holds Formal Opening For New Studio-Auditorium

FORMAL OPENING of the new studios and 1,250-ft. auditorium-studio of WNOX Knoxville, Tenn., was held last Thursday. It featured a dedicatory address at 9:05 p.m. by Lt. Gen. Leslie Groves, World War II head of the Manhattan (atom bomb) Project, which was fed to the CBS Radio network.

A public invitation to visit the six-acre radio center and meet the staff had been extended by R. B. Westergaard, general manager of WNOX and vice president of Scripps-Howard Radio Inc., which owns the station. George R. Dempster, mayor of Knoxville, has officially proclaimed May 12 to 18 as "Greater WNOX Week."

A special Radiorama exhibit will feature the latest model table radios and portable sets.

The new studios, other than the newly-built auditorium-studio, are housed in the former 70,000-sq. ft. Whittle Springs Hotel. A modern studio plant is located in the north wing on the first floor. Program and production department offices are on the second floor of the north wing. Executive, sales and business quarters are located on the third floor of the main section of the former hotel.

The modern auditorium-studio building contains 20,000 sq. ft. The stage is 56 ft. wide and 40 ft. deep, described as large enough for a Broadway musical, automobile shows or a 125-piece symphony orchestra.

THE NEW 20,000 sq. ft. auditorium-studio building of WNOX Knoxville.

Simmons Assoc. Formed To Represent Radio Only

FORMATION of Simmons Assoc. Inc., New York, as a national sales representation firm exclusively in the radio field is being announced today (Monday) by David N. Simmons, president.

MR. SIMMONS

Mr. Simmons, who resigned recently as vice president of John Blair & Co., said that the creation of this company indicated "increased confidence in the future of radio." It is upon this premise, he said, that Simmons Assoc. will devote itself solely to the representation of radio stations. He pointed out that "concentration of effort by able salesmen on a small, compact group of stations will obviously lead to increased billings for these properties."

A headquarters office has been established at 270 Park Ave., New York. Mr. Simmons reported that sales offices will be established in other major cities as activities expand.

KNX First Quarter Up 23.6%

LOCAL BILLINGS for KNX Hollywood, Calif., CBS o&o station, for the first quarter of 1955, exceeded the similar 1954 period by 23.6%, Bert S. West, general sales manager of the station, has announced. William D. Shaw, station general manager, noted the increased use of radio by many advertisers new to the medium and he cited "increasing expenditures by leading department stores and automotive concerns."

Cott Plans 'New Looks' At DuMont Stations

STRATEGY to revitalize DuMont-owned WABD (TV) New York and WTTG (TV) Washington will concentrate on programming moves to give the stations the "New York Look" and the "Washington Look," respectively.

This formula was advanced in a B•T interview last week by Ted Cott, recently appointed general manager of the two stations. He is convinced that the answer to the fierce competition in these two markets from network-owned stations is to build personalities of their own for WABD and WTTG, reflecting the character of these cities and tapping the reservoir of material and talent available in each. In essence, Mr. Cott said, they will become "really local stations, which are non-existent now." Mr. Cott has worked out these plans with George L. BarenBregge, WABD station manager, and Leslie G. Arries, WTTG manager.

In his first move toward acquiring the "New York Look," WABD last Thursday presented a one-hour version of the off-Broadway show, "Shoestring Revue" (7:30-8:30 p.m.). Mr. Cott expects to extend this pattern by putting about a dozen off-Broadway plays on WABD and, when necessary, will present two or even two and one-half hour versions.

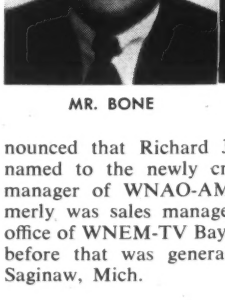
One of his more ambitious undertakings is *Featurama*, a late evening program based on the belief that many viewers want to go to bed at a reasonable hour. It will start on WABD on May 23 and is slotted at 11:10 p.m. on weeknights, and 11 p.m. on Saturday and Sunday and will continue until midnight. The program will feature cartoons, short subjects, a daily DuMont newsreel made of film clips supplied by United Press. The order of the slotting of each segment will be rotated, so that persons who retire early may see the entire show by the end of the week. Mr. Cott claims there is a variety of short subject material of odd time lengths which tv never has used because it does not fit the arbitrary quarter-hour or half-hour time periods.

Other new programs that Mr. Cott envisages for WABD are expanded local news coverage, with live interviews with people who make news; a program based on cartoons from newspapers and magazines around the world; a live program of concerts from New York's art museums, with cameras occasionally trained on paintings and sculptures; a "live" show on peculiarly New York institutions, such as an auction one week, a sidewalk art exhibition another, etc., and a Tuesday evening program featuring Alec Templeton, 9-9:30 p.m., starting tomorrow.

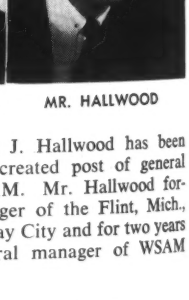
Bone Named General Manager By Sir Walter Television Co.

JOHN H. BONE, former general manager of WNEM-TV Bay City, Mich., has been appointed general manager of Sir Walter Television Co., owner and operator of WNAO-AM-TV Raleigh, N. C. John W. English, president of the Raleigh stations, announced the appointment. Mr. Bone succeeds Charles G. Baskerville, who has resigned.

Mr. Bone, following his appointment, announced that Richard J. Hallwood has been named to the newly created post of general manager of WNAO-AM. Mr. Hallwood formerly was sales manager of the Flint, Mich., office of WNEM-TV Bay City and for two years before that was general manager of WSAM Saginaw, Mich.



MR. BONE



MR. HALLWOOD

WKLY Owner Morris Dies

LOUIE MORRIS, 61, owner of WKLY Hartwell, Ga., and editor and publisher of the *Hartwell Sun*, died last Tuesday night of a heart attack. He returned home two days before his death from Washington where he testified before the Senate Appropriations Committee in asking more funds for the Hartwell Dam, a project he had been actively promoting. Mr. Hartwell was a past president of the Georgia Press Assn. He is survived by two daughters.

CBS RADIO SPOT NAMES ALLISON

Becomes assistant to the general sales manager; Nelson and Whitelaw appointed in San Francisco office.

PROMOTION of Milton F. Allison to the post of assistant to the general sales manager of CBS Radio Spot Sales was announced last week by Henry R. Flynn, general sales manager.

MR. ALLISON

For the past two years, he has been eastern sales manager of CBS Radio Spot Sales, which he joined in July 1949 as an account executive. In his new position, Mr. Allison will direct his efforts at special sales projects, in addition to servicing certain leading advertising agencies.

Appointments of Byron Nelson as manager of the San Francisco office of CBS Radio Spot Sales and of Seymour Whitelaw as an account executive in the same office were also announced by Mr. Flynn.

In his new post, Mr. Nelson succeeds Roland Kay, who has been named director of sales and advertising for CBS-owned KCBS San Francisco [B•T, May 9]. Mr. Nelson has been an account executive with KCBS since July 1953. His appointment was effective last week.

Mr. Whitelaw moves to his new post today (Monday) from that of KCBS eastern sales representative, which he has held since November 1953.

Storer Announces Annual, Quarterly Stock Dividends

STORER Broadcasting Co. last week announced a $1.40 annual dividend on its common stock and declared a quarterly dividend of 35 cents payable June 14 to stockholders of record June 1.

The regular annual dividend is $1.20. Storer's last quarterly dividend was 30 cents. Class B common stock dividend was declared as 3⅛ cents per share.

Storer also announced that it had called for redemption on July 1, 1955, of all its outstanding preferred stock, which is 97% owned by Jefferson Standard Broadcasting Co. [B•T, Feb. 21].

CBS stations are WJBK-AM-FM-TV Detroit; WSPD-AM-FM-TV Toledo, Ohio; WAGA-AM-FM-TV Atlanta; WBRC-AM-TV Birmingham; WJW and WXEL (TV) Cleveland; WWVA-AM-FM Wheeling, W. Va.; WGBS-AM-FM-TV Miami, and KPTV (TV) Portland, Ore.

Avco Denies Intentions To Sell Crosley Stations

A FLAT and prompt denial was issued last week by Victor Emanuel, chairman and president of Avco Mfg. Corp., to curb reports that all four of the television stations of its subsidiary Crosley Broadcasting Corp. were up for sale.

Nor does Avco plan to sell its radio station, 50 kw WLW Cincinnati, he made clear.

Declaring the reports "completely unfounded," Mr. Emanuel said Thursday:

"Avco has no intention whatsoever of selling any of its present properties, either radio or television. Avco is not negotiating for their sale at present, has not done so in the past and has no intention of selling any of these properties at any time in the foreseeable future. Indeed, Avco is in the market to build or buy another television station and has had an application pending in Indianapolis for some time."

The Crosley television stations are WLWT (TV) Cincinnati, WLWD (TV) Dayton, WLWC (TV) Columbus, Ohio, and WLWA (TV) Atlanta.

Gates Rushes Transmitter; Fire-Gutted WNIX Resumes

PROMPT shipment of a new transmitter by Gates Radio Co. of Quincy, Ill., enabled WNIX Springfield, Vt., to launch program tests just three days after a fire had destroyed its transmitter.

The fire broke out at 4:57 p.m. on May 5. Later that evening Dean Finney, WNIX president and general manager, phoned in the urgent request for a new 1 kw transmitter to Larry Cervone, Gates sales manager. The following morning a Gates model BC-1 F was loaded on a United Airlines cargo plane enroute to Boston. From there it was trucked to Springfield.

WNIX began regular operations the morning of May 9 after holding program tests the night before.

KVOO-TV Boosts to 100 Kw

INCREASE to maximum power, 100 kw, has been announced by ch. 2 KVOO-TV Tulsa, Okla. The increase, which took place May 4, was made possible by completion of a new tower and six-bay antenna located on top of Big Heart Mountain, north of Sand Springs. The tower is 1,330 ft. above average terrain. Reports of a better picture were received almost immediately, the station said. The new power will make possible coverage in over 31 counties in Oklahoma, eight in Kansas, three in Arkansas and one in Missouri, the station said.

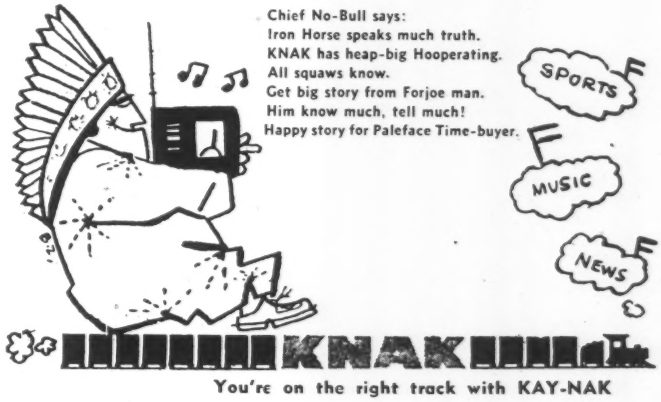
KVOO-TV, which is affiliated with NBC, went on the air Dec. 5, 1954.

CEREMONIES opening the new studios of WLIB New York take place with Queens Borough President James A. Lundy snipping the ribbon as WLIB General Manager Harry Novik looks on. The new studios and office building at 3030 Vernon Blvd., Long Island City, cost $75,000 and make WLIB the only commercial radio station in New York to have its transmitting facilities located within the heart of the city.

ugh (YES) . . . IN **SALT LAKE CITY, UTAH**

IT'S **KNAK** SALT LAKE'S ONLY 24 HOUR INDEPENDENT

PARDON OUR Smoke Signals . . . . . but INJUN love-um happy smoke signals. Spellum "heap good listening on KNAK" Make braves happy. Make squaws happy. Make-um white-man much happy! (Make-um only competitors sad)



You're on the right track with KAY-NAK

FOODTOWN STORES, grocery chain operating in the southern parts of Alabama and Mississippi, approves sponsorship of the *Betty Grable-Harry James Show* 10-11 a.m. across-the-board on WABB Mobile, Ala. Looking over what WABB terms the biggest local grocery-radio contract in the 27-year history of Mobile radio are (l to r): seated, H. F. Holladay, Foodtown Stores vice president, and J. Earl McDonald, Foodtown general manager for stores; standing, Dewey Long, WABB general manager; Jay Troutman, WABB sales representative, and H. S. Summers, Foodtown markets manager.

WBT-WBTV (TV) New Home Toured by CBS Radio Spot

INTRODUCTORY tour of the new facilities dedicated April 13 for WBT-WBTV (TV) Charlotte, N. C. [B•T, April 18], was made a fortnight ago by a group of 14 CBS Radio Spot Sales managers and account executives who also heard a report on the stations' present and future.

The day-long meeting, held May 2, included a greeting by J. Robert Covington, vice president in charge of sales and promotion; a report on the Charlotte market by Charles Reed, vice president of Duke Power Co.; reports by station staff and department heads, and a review of the station's local talent.

The building was designed by Thomas E. Howard, vice president, under the direction of Jefferson Standard Broadcasting Co., licensee of the station, and Charles H. Crutchfield, vice president and general manager.

Coleman Takes New Post With Chicago NBC Stations

PROMOTION of Howard W. Coleman from assistant manager of NBC Central Div.'s press department to manager of advertising, promotion and merchandising at WMAQ and WNBQ (TV) Chicago was announced last Wednesday by Jules Herbuveaux, general manager of the network o&o stations.

Mr. Coleman will report to John M. Keys, who recently was appointed from that position to sales director of the stations [B•T, May 2]. Simultaneously other promotions were announced within the advertising, promotion and merchandising department.

Other appointments include Stephen Krasula, senior promotion writer, to merchandising assistant, replacing Frank Downs; H. William Smutzer, to senior promotion writer; Gene DaDan, to promotion assistant, and Mauren Hudgin, to on-the-air promotion writer.

STATION PEOPLE

P. A. Wilson appointed manager, WGIL Galesburg, Ill.; **Robert Frudeger,** WGIL vice president and general manager, resigns and has purchased KOLN Lincoln, Neb., contingent on FCC approval.

MR. FRUDEGER

Lewis F. Riefstahl, formerly with WRDW Augusta, Ga., appointed news director, WLAY Muscle Shoals, Ala.

E. F. Shadburne, formerly with sales staff, KKTV (TV) Colorado Springs, Colo., named station manager, WCPM Cumberland, Ky.

David H. Steinle, sales manager and assistant manager, KBUR Burlington, Iowa, appointed manager.

Galen Blackford, former sales manager, Foster & Kleiser (outdoor advertising), Seattle, appointed sales manager, KJR there.

Henry Nicholson, commercial manager, WINR Binghamton, N. Y., appointed sales manager, WNBF there.

Ed Menke, formerly with WSJS Winston-Salem, N. C., to WAIR there, as program director and sports director.

Bill Ward, announcer, WBT-WBTV (TV) Charlotte, N. C., appointed sports director; **William L. Steele,** WBT sales dept., promoted to WBT-WBTV night administrator; **Albert R. Munn** succeeds Mr. Steele.

Bob Patterson, former scenic designer, ABC, to WITV (TV) Ft. Lauderdale, Fla., as manager, art and scenic department.

Bob Emery, sales staff, KWBW Hutchinson, Kan., to KGAR Garden City, Kan., as manager, effective today (Mon.)

MR. EMERY

Bob Bacon, announcing staff, WTIC Hartford, Conn., transfers to copy dept. as continuity editor, succeeding **James Hopkins,** who starts own advertising business.

Irene Moran, publicity staff, DuMont Television Network, to WOR-AM-TV New York as press editor, succeeding **Mary Jan MacDougall,** resigned.

Phil Bryce, former account executive, Western Adv. Agency, L. A., to KABC-TV Hollywood as assistant promotion manager, succeeding **Gerald A. Cohen.**

Archie J. Grinalds Jr., former manager, WMOB Mobile, Ala., and WNEX-TV Macon, Ga., to WBIA Augusta, Ga., as sales director.

MR. GRINALDS

Mario Rey, personality, XEQ Mexico City, to KOWL Santa Monica, Calif., as host-m.c. of new daily Mexican-American program.

Edward John Kleming, freelance announcer, to WPIX (TV) New York as announcer.

Gordon J. Grant, formerly New England sales representative, *New York Herald Tribune,* appointed account executive, WCOP Boston.

Hugh A. McTernan, account executive, Warwick & Legler Inc., L. A., to KRCA (TV) Hollywood in similar position.

Harold V. Phillips, sales manager, WMBD Peoria, Ill., appointed sales manager, WTVH-TV there.

MR. PHILLIPS

Bob Steinhilber, graduate, National Academy of Broadcasting, Washington, to WCNR Chambersburg, Pa.

Mrs. Doug Knutson, advertising manager, SQR Dept. Store, Anaheim, Calif.; **John Magnus,** formerly with WGY Schenectady, and **Gordon Hittenmark,** formerly with NBC Washington, to KWIZ Santa Ana, Calif., as sales and merchandising dept. member, disc m.c. and sales respresentative, respectively.

DUMONT LIVE TV HEADED FOR PASTURE; FILM-TYPE NETWORK LIKELY SUCCESSOR

As it stands now, the network's live tv service will be chipped away until contractual obligations run out. At the time its new Electronicam system was demonstrated last month, DuMont had only five hours of sponsored live telecasting per week.

THE DuMONT Television Network as a live operation may not be dead, but by design it is fading away.

Current "network" commercial hours on DTN show a steady and continuing decline, according to a B•T check.

Summarized, this is the DuMont picture:

• There is no known project in existence for "reviving" the "live" DuMont Television Network.

• Rather than kill off the "live" network immediately, its owners are permitting the operation to chip itself away—letting contractual obligations run their course, a process considered the more economical in the long run.

• The film operation of Allen B. DuMont Labs (DTN's owner), which is being built around the new live-film camera system (Electronicam), will be advanced. But the path for this project is still uncertain.

• DuMont's two owned and operated stations, WABD (TV) New York and WTTG (TV) Washington, will be retained so long as they are profitable. That DuMont intends the stations to bring in revenue can be seen by new program moves underway by former NBC executive Ted Cott who now heads the stations' programming policies (see story page 124).

• Contrary to some speculation, WTTG is not on the "block" for the highest bidder. But, it is said, this does not rule out sale of the station in the future should the sale promise to be at once profitable and to the best interests of the parent company.

Apparently, policymakers at Allen B. DuMont Labs now have pretty much committed themselves to a broadcast operation that will not resemble today's definition or description of a tv "network," although film activities, if launched nationally, could approach a film-type "network" as opposed to a "live network."

Cited are:

1. DuMont negotiations with a minority stockholding group. Among the keys to these talks, which appear to have gained some headway, is the demand by the minority shareholders to eliminate any broadcast activity that is milking earnings and profits—not to mention dividends. The network operation admittedly has been a drag on DuMont's profit-and-loss statements. Minority stockholders last week won a seat on the DuMont board of directors.

2. Statements by Dr. Allen B. DuMont, president of Allen B. DuMont Labs, including a prediction that by the middle of this year he expects the broadcast arm to be "operating as a network only with such programs and in a way which will return a profit."

3. Views of Ted Bergmann, DTN's managing director. Among them, an expectation that the Electronicam system "does . . . form the basis for a sound new growth along the lines of an entirely new concept of network television."

The scoresheet on DTN's programming:

• As of the time the Electronicam system was demonstrated only a month ago [B•T, April 18], DuMont had five hours of sponsored live telecasting per week. As of last week, that total had shrunk to four hours and 15 minutes per week (see accompanying table). After May 20 another 15 minutes of commercial time per week will be whittled away when Western Union Telegraph drops its alternate-week sponsorship of *Down You Go* (Friday, 10:30 p.m. EDT). Of the four hours then left, 1½ hours consist of a boxing program that is sold on a co-op basis.

• As of February 1955, according to Publishers Information Bureau data, the largest number of stations on which any of the current DuMont programs were carried that month totaled 29 (*Life Begins at Eighty*, Sunday, 9:30-10 p.m., sponsored by Serutan). The totals provided, however, do not necessarily indicate that all stations telecast the programs live.

(Mr. Bergmann has stated that DuMont in 1954 had been able to make use of only 125 station hours of live time per week, representing less than 5% of total contract purchase. He also had said that added to 125 live station hours per week, the network had 250 kinescope hours, thus breaking down the network operation to two-thirds kinescope and one-third live.)

• On April 6, DuMont terminated commitments for all cable, except for connection between WABD and WTTG. Cable used for other stations is rented and will continue on the rental basis or occasional use only when

Current DuMont Television Network Schedule

Program	Sponsor	Number of Stations	Gross Feb.*	Day	Time (EDT)
Life Begins at 80	Serutan	29	$80,675	Sun.	9:30-10 p.m.
Boxing	Co-op			Mon.	9:30-11 p.m.
Studio 57	H. J. Heinz	5	21,250	Tues.	8:30-9 p.m.
What's the Story	DuMont Labs	3	10,560	Wed.	8-8:30 p.m.
All About Baby	Libby, McNeil & Libby	13	14,200	Thurs.	1:45-2 p.m.
All About Baby	Swift & Co.	10	13,750	Fri.	1:45-2 p.m.
Chance of a Lifetime	Emerson Drug	21	37,250	Fri.	10-10:30 p.m.
Chance of a Lifetime	Olin Mathieson Chemical Corp.	24	37,650	Fri.	10-10:30 p.m.
Down You Go	Western Union (on alternate weeks)	27	36,975	Fri.	10:30-11 p.m.

*As of February 1955 from Publishers Information Bureau

When you or your agents buy radio time after you have reviewed ratings, surveys, coverage claims and everything else, what you are after is *SALES*. It's been proven time and again WHAM Radio's personalities deliver a market-package to you that includes Western N.Y. and Northern Pennsylvania, where more than a million and a half people live and spend two billion each year, you're sure to make sales.

The low-cost way to let this mass purchasing power know of your product or service is on WHAM Radio. Give WHAM Radio an opportunity to make more sales for you. Call the Hollingbery representative nearest you.

50,000 watts . . . clear channel . . . 1180KC

WHAM
ROCHESTER RADIO CITY
The Stromberg-Carlson Station
AM-FM ★ NBC Affiliate
Geo. P. Hollingbery Co., Nat'l Rep.
SELLING WESTERN NEW YORK, NOT JUST ROCHESTER

the program involved "produces adequate revenue to cover the cost," according to Dr. DuMont. Cable and microwave connections alone cost DuMont nearly $3 million for which a return of no more than 5% was realized.

• PIB's network data shows DuMont grossed $1,445,608 in January 1954, $723,960 in January 1955; $1,108,157 in February 1954, $597,275 in February 1955; $1,205,526 in March 1954, $628,625 in March 1955.

At a stockholders meeting a fortnight ago, Dr. DuMont described the chipping away process of the network in this way:

"Our annual report explained that network losses last year, before taxes, cut our other profits by $5 million. We told you we had made decisions which would cut down and eventually eliminate those operating losses which had been sustained in lesser amounts in all of the operating years preceding 1954.

"But you just can't cut down an operation of that character overnight. Television networking is a complicated business, with hundreds of contractual obligations and commitments, very few of which mature or run out at the same time. Cancellation of such contracts at one time would have cost our company millions of dollars. The only sound and economical way is the slow way."

Last week, DTN moved along its Electronicam path by announcing the creation of a staff to handle live-film production of programs. At its head, according to Mr. Bergmann, will be James L. Caddigan, network director of programming and production. James Graham, formerly of DTN's operations department, will head up business affairs connected with the camera system.

Personnel Move

Another DuMont move last week toward separation of network and station: announcement by Mr. Bergmann that "several members" of the network's program department have been shifted to operate under David Lowe, newly named director of programs for WABD.

Meanwhile, as predicted by B•T last week, a threatened uprising by a large minority bloc of Allen B. DuMont Labs minority shareholders was stemmed for the time being by a forerunner of an expected series of compromises to be effected with the DuMont management.

Dr. DuMont Monday announced that Armand G. Erpf, general partner of Carl M. Loeb, Rhoades & Co., New York investment bankers, had been elected a director. Mr. Erpf succeeds Bruce T. DuMont, brother of Allen B. DuMont and general superintendent of Allen B. DuMont Labs. Bruce T. DuMont, who had been re-elected to the board a fortnight ago, resigned his directorship.

During the stockholders meeting, Loeb-Rhoades, representing some 350,000 shares of Class A stock, failed to elect Mr. Erpf to the board, setting off a threat that the minority group would seek a special meeting.

Dr. DuMont's formal statement said that "an aggressive and progressive course of company action was agreed upon." He said that Mr. Erpf will assist the DuMont management in developing company objectives which "are expected to result in substantial expansion of electronic research, development and manufacturing for consumer, industrial, broadcast and government markets."

The DuMont board is made up of eight directors, five elected by Class A stockholders and three by Class B stockholders. All 560,000 shares of Class B are owned by Paramount Pictures Corp.

Class A directors, in addition to Mr. Erpf, now include: Dr. DuMont; Thomas T. Goldsmith Jr., vice president for research; Stanley F. Patten, vice president, and Percy M. Stewart of Kihn, Loeb & Co. Class B directors: Barney Balaban, chairman, Paramount Pictures; Paul Raibourn, vice president, Paramount, and Edwin L. Weisl, Paramount's legal counsel.

With Mr. Erpf on the board, attempts now will be applied to (1) strengthening the DuMont management (including a division in management policy between manufacturing and merchandising as contrasted to research and development), (2) relieving Dr. DuMont of most of the load of administrative details and releasing him for creative work in the electronics field and (3) simplifying capitalization. (For example, constructing a way to eliminate the existing division of Class A and B stock.)

Wrapped up in the original objections of the Loeb-Rhoades group, of course, was the losing DuMont Television Network. Feeling is now that DuMont-owned stations will be considered "on their own" by stockholding groups.

DISCUSSION of agency-station relationships was the main item of business at a San Antonio, Tex., luncheon attended by members of Texas Spanish Language Network and Ted Hasbrouck, BBDO Dallas office, who addressed the group. At the meeting were (standing): L. E. Richards (l), KIWW San Antonio manager, and Mr. Hasbrouck. Seated (l to r): Lola Spitz, KIWW assistant manager; Joe Harry, TSLN regional representative; E. J. Harpole, KVOU-KVOZ Uvalde-Laredo, Tex.; Bob Pinkerton, XEO-XEOR Matamoras-Reynosa, Mexico; Mrs. Harry; Mrs. Hasbrouck; John Mayberry, KUNO Corpus Christi, Tex.; Pedro Meneses Hoyos, XEJ El Paso, and Mrs. Pinkerton.

'Perry Como' Sold Out For $8.4 Million, Says NBC

NBC-TV's new *Perry Como Show*, a Saturday night hour series scheduled for the fall, was reported last week completely sold out, with gross annual billings estimated at about $8.4 million. Exact time of the show has not been disclosed but it is expected to go into the Saturday, 8-9 p.m. period or, perhaps, the 7:30-8:30 p.m. spot.

Sold in one-thirds, the program has been bought by Warner-Lambert, which will sponsor a full one-third each week; by Gold Seal Co. (Glass Wax) and Noxema, which will share one-third on an alternate-week basis, and by Dormeyer Electric Appliances and Kleenex, which will share one-third under a formula whereby Dormeyer takes 16 weeks and Kleenex 36.

Agency for Warner-Lambert is Lambert & Feasley, New York; for Gold Seal: Campbell-Mithun, Minneapolis; for Noxema: Sullivan, Stauffer, Colwell & Bayles, New York; for Dormeyer: John W. Shaw, Chicago; for Kleenex: Foote, Cone, & Belding, Chicago.

MAAC, MBS Affiliates Meet in D. C. May 21, 22

MUTUAL's Affiliates Advisory Committee will meet May 21 and its affiliates generally will hold a session on May 22, both in Washington, before the opening of the NARTB convention, it was announced last week by Earl M. Johnson, Mutual vice president in charge of station relations.

The Saturday session will be held in the headquarters suite of the Sheraton-Park Hotel and the Sunday session in the Hall of Nations Room of the Washington Hotel. It is expected that more than 300 station executives will hear MBS President Thomas F. O'Neil and other network executives report on activities and future plans of Mutual.

In addition to Mr. O'Neil, speakers will include John B. Poor, executive vice president; Robert Monroe, recently named vice president for programming; Robert A. Schmid, vice president for advertising, promotion, public relations and research, and Roy Danish, director of co-op programs.

Included on the agenda for the 14-man Mutual Affiliates Advisory Committee session will be a review of the policies of the network's management and a discussion of network-affiliate problems. John M. Walter, station manager, WJPG Green Bay, and chairman of MAAC, will preside. Other members of the committee are Ray Butterfield, general manager, WLOX Biloxi, Miss. (vice chairman); J. W. Betts, general manager, WFTM Maysville, Ky. (secretary); M. C. Watters, general manager, WCPO Cincinnati; Collin Lowder, general manager, KIMN Denver; Boyd Kelley, KTRN Wichita Falls, Tex.; Carter C. Peterson, president, WCCP Savannah, Ga.; Frank Ford Jr., station manager, KENT Shreveport; Roy Thompson, president, WRTA Altoona, Pa.; Harold P. Kane, president, WJOC Jamestown, N. Y.; Robert M. Wallace, president, WOHS Shelby, N. C.; George T. Frechette, general manager, WFHR Wisconsin Rapids, Wis.; Jack Hawkins, president, KIUN Pecos, Tex., and Ken Nybo, general manager, KBMY Billings, Mont.

CBS-TV Affiliates Set 2-Day Meeting

THE FIRST of an expected 300 station executives were beginning to arrive in New York late last week for the first general conference of owners and key management officials of CBS Television affiliates with top officials of the network.

The meeting is slated this Thursday and Friday at the Waldorf-Astoria. It is expected to encompass a review of all fall programming plans, sales, promotion, publicity research and small market affiliates—probably with special emphasis on programming, as a subject which led CBS-TV to call a small group of selected affiliates into a top-secret session two months ago [B•T, March 14].

At that time, it was reported that plans for basic changes in programming concepts, designed to put up a more formidable array against future competition, had been canvassed.

Five Radio Stations Affiliate With ABC

AFFILIATION of five radio stations with ABC Radio was announced last week by Charles W. Godwin, network director of station relations. They are WOWL Florence, Ala.; KIRK Kirksville, Mo.; KSYC Yreka, Calif.; KBLF Red Bluff, Calif., and WTTB Vero Beach, Fla.

WOWL, which joins the network Aug. 15, is owned and operated by Radio Muscle Shoals Inc. It will replace WJOI as ABC's Florence affiliate. General manger is Richard B. Biddle. KIRX is owned and operated by North Missouri Bcstg. Co. S. A. Burk is general manager. The station's ABC affiliation was effective May 1.

Licensee of KSYC is Siskiyou County Bcstg. Co. President and general manager is Jack Mitchell. It became affiliated with the network April 24. KBLF, which also joined the network April 24, is owned by Hal K. Shade, president and general manager. WTTB, which affiliated with ABC on April 3, is owned and operated by Tropics Inc. Jim Howe is general manager.

WDBJ-TV, KJEO (TV) Sign For CBS-TV Affiliation

AFFILIATION agreements with CBS-TV by WDBJ-TV Roanoke, Va., and KJEO (TV) Fresno, Calif., were announced last week by Herbert V. Akerberg, CBS-TV vice president in charge of station relations.

WDBJ-TV (ch. 7) will become a secondary, interconnected affiliate, effective Oct. 1. Ray P. Jordan is general manager of the station, which is owned by the Times-World Corp.

KJEO (ch. 47) joins as a primary, interconnected affiliate, effective yesterday (Sunday). The station is owned by O'Neill Broadcasting Co. Joe Drilling is general manager.

CBS Radio Promotes Henry

PROMOTION of Dudley Henry, sales service department representative for CBS Radio in New York, to Pacific Coast sales service manager for the network and the Columbia Pacific Radio Network was announced last week by Eric Salline, manager of sales service for CBS Radio. Mr. Henry, who will assume his new post on June 6, has been with CBS since 1947 in various posts including mail room supervisor, assistant to the traffic manager and an administrator in CBS Radio's sales service department.

More Light in Chicago

A THREATENED disruption in midwest network radio-tv network pickups from New York was averted last Thursday when the Chicago City Council passed an ordinance extending daylight saving time an extra month this fall. Standard time will go into effect Oct. 30—four weeks later than usual—in Chicago, to coincide with broadcast time schedules in New York in regard to the customary one-hour time lag between those cities. The proposal was adopted without objection—but had it failed, Chicago listeners and viewers would have received eastern originated programs an hour earlier than is customary for any time of the year—for at least one month. Additionally, local program schedules would have had to be adjusted for network stations.

'Monitor' at $3¼ Million Mark

NBC RADIO last Thursday reported gross billings for sponsorship already firm for its weekend *Monitor* show, debuting June 12, at the more than three-quarter million dollar mark.

New sales included 36 participations weekly by Chevrolet Motor Division of General Motors Corp., through Campbell-Ewald (also see story, page 34), and a "heavy schedule" by Gruen Watch Co., through Grey Adv.

Gruen's contract is for 13 weeks, including 10-second announcements to be on the show June 12-June 26, resuming Oct. 15-Dec. 18.

ABC-TV Affixes 'Luxury' Label on Spectaculars

ABC-TV claimed last week that the average spectacular on NBC-TV has proved to be a "luxury item" for advertisers, judging by cost-per-thousand and cumulative audience.

This conclusion was reached by ABC-TV after preparing a special research report, based on data compiled in the Nielsen Television Index from September 1954 through February 1955. In cost-per-thousand, ABC-TV said, the spectaculars have delivered an average of 1,000 homes for each commercial minute at a cost of $4.42, as compared with $2.99 for the average, weekly half-hour evening tv program, and $1.91 for ABC-TV's hour-long *Disneyland*.

Cost efficiency is not the only advantage the average every-week program has over the once-a-month spectacular, according to ABC-TV. That network stated that with respect to cumulative audience of the above program categories over a four-week period, the average spectacular, because of its infrequent "frequency," is able to reach only 40% of the audience potential over a four-week period. During the same period, ABC-TV said, the average half-hour program reaches about 48% of the potential audience and ABC-TV's *Disneyland* about 66.4%.

In the number of telecasts viewed per home reached over a month's period, ABC-TV pointed out, the average half-hour evening program has a decided frequency advantage, with the spectaculars contacting each home reached only once during a month and the average half-hour show reaching each home contacted in the month on an average of 2.2 times,

according to ABC-TV. It was said that the *Disneyland* per month figure is 2.8.

The ABC-TV study covered data on the 16 spectaculars carried on NBC-TV from last September through Feb. 7; 38 half-hour nighttime programs and the weekly *Disneyland* programs during the period.

The table covering cost-per-thousand data, provided by ABC-TV, is as follows:

	Average Audience for Commercial Minute			
	Rating	Homes (000)	Net Cost	Cost/1,000
Average Spectacular (16)	26.2	7,607	$33,600	$4.42
Average Half-Hour Program (38)	23.2	6,259	18,700	2.99
Average General Drama (10)	23.2	6,207	18,600	3.00
Average Situation Comedy (20)	23.0	6,176	19,900	3.22
Average Quiz-Audience Participation (8)	23.7	6,531	15,900	2.43
ABC-TV's Disneyland	38.4	10,986	21,000	1.91

'Grand Ole Opry' Scheduled For First Network Telecast

FOR THE FIRST TIME in its 30 years, *Grand Ole Opry* will be on television on Saturday, June 11, originated by WSM-TV Nashville and transmitted to the NBC-TV network at 8 p.m. EDT.

The announcement was made by John DeWitt, president of WSM-AM-TV, who said the program will be picked up from Ryman Auditorium where the radio version of *Opry* originates.

The program plays to a studio audience of about 5,000 people weekly. The full show, with a cast of 125, is 4½ hours long. A half-hour portion of it has been carried by NBC Radio since 1939, sponsored by Prince Albert Tobacco and originated by WSM.

In its 30-year history, Mr. DeWitt noted, *Opry* has never missed a performance and never takes a summer break. Plans for production and national distribution of a filmed version of *Grand Ole Opry* were detailed last February by Flamingo Films [B•T, Feb. 14].

Smith to CBS Radio Post

ROBERT C. SMITH, director of promotion and publicity for WGAR Cleveland for the past four years, has been named manager of presentations for the Chicago office of CBS Radio network sales, effective May 23.

NETWORK PEOPLE

Milo Frank, manager, casting and talent dept., CBS-TV New York, to CBS-TV Hollywood as casting and new talent director.

Lee Cooley, producer-director-writer, CBS-TV *Perry Como Show,* signed as producer, new hour-long NBC-TV show starring Mr. Como, to premiere in fall.

William P. Mullen, formerly eastern sales manager, John W. Loveton Radio & Tv Productions, Hollywood, to sales dept., ABC-TV, as account executive.

Joe Savage to MBS Central Div., Chicago, producing network's daily *Game of the Day* baseball series from midwest originating points.

Dan Bloom, assistant city editor, *New York Herald Tribune,* to CBS News as writer.

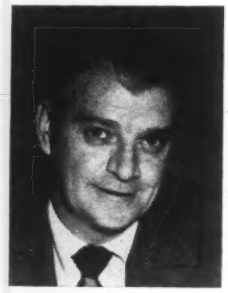
Sally Gay McCreery, formerly with WFBC Greenville, S. C., to CBS Washington as administrative assistant to newsfilm director; **Quana Parker** to CBS Washington as secretary.

Richard Schacht, technician, CBS-TV Hollywood, and Shirley Wilson were married April 30.

Proctor Jones, assistant sales service and national sales director, Yankee Network, father of boy, Mark.

Bullock Promoted At RCA Victor Div.

APPOINTMENT of W. W. Bullock as commercial sales and merchandise manager of the RCA Victor Record Div. was announced last week by Lawrence W. Kanaga, vice president and operations manager of the division.



MR. BULLOCK

Mr. Bullock succeeds Mr. Kanaga in the sales post, which the latter relinquished on May 6 when elected to his present position [B•T, May 9]. Mr. Bullock has served as manager of record sales planning of the RCA Victor Div. since 1946.

He entered the record field in 1926 with the Victor Talking Machine Co., since acquired by RCA, and rose to assistant manager of the RCA Victor Div. in Hollywood in 1938. Later Mr. Bullock served as plant assistant for the company in Indianapolis, manager of materials and production control in Camden and operations manager of the RCA Distributing Corp. in Detroit.

RCA Thesaurus 20th Year Marked by 8 New Features

IN OBSERVANCE of its 20th anniversary, RCA Thesaurus, transcription library service of RCA Recorded Program Services, is announcing this week the incorporation of eight new features into its line-up.

The eight anniversary features of Thesaurus, according to A. B. Sambrook, manager of RCA Recorded Program Services, are the "shop at the store with the mike on the door" promotion and merchandising plan; *The Frank Luther Fun Show,* a fully recorded program of light entertainment; *Do-It-Yourself,* a quarter-hour program; *The Grantland Life Story,* a sports feature narrated by sportscaster Jimmy Powers; *Great Days We Honor,* and an inspirational series of 39 recorded shows for broadcasts on holidays; *Weekend Shoppers' Special,* a program planned for sponsorship by participating advertisers interested in reaching the weekend shopper; *The Statesman Quartet,* a new show featuring gospel singing and *Concert in the Park,* a program built around pop concert music.

When founded 20 years ago, Thesaurus provided local radio staions with "quality recorded music at low cost," according to Mr. Sambrook. From this single purpose, he added, Thesaurus has expanded to include complete shows, weekly continuity, production aids and, in recent years, sales aids.

Ciro's Antitrust Suit Names MCA, Subsidiaries

TREBLE DAMAGES of $1,687,500 were asked in an antitrust suit filed against Music Corp. of America last Tuesday in Los Angeles Federal Court by Herman D. Hover, owner-operator of Ciro's restaurant.

Also named defendants were MCA-TV Ltd., Revue Productions, MCA Artists Ltd., Management Corp. of America, MCA Board Chairman Jules C. Stein, MCA President Lew Wasserman, Lawrence Barnett, Statler Hotels Co., Hilton Hotels Corp. and Schine Hotels Inc.

The complaint charges the defendants with restraint of interstate commerce by "conspiring to practically destroy competition" in refusing to book top acts into Ciro's. Mr. Hover asks for an injunction preventing the defendants from continuing these alleged practices, separation of MCA's diverse activities and the limitation of MCA's exclusive talent contracts to one year.

Plaintiff claims that MCA controls the booking right of 70% of the name acts and 90% of the name bands in the U. S.; that MCA-TV Ltd. is the largest tv film distributor in the country and that Revue Productions, MCA's video film production subsidiary, is a "substantial" producer of tv films.

Weiss Sees Radio Growth

CONVINCED that radio can continue to grow through use of showmanship, development of new selling approaches and cooperation by broadcasters, Pierre Weiss, general manager of World Broadcasting System, said Friday World will make "important announcements" just before NARTB convention. Mr. Weiss, whose company services more than 1,000 radio stations throughout country, said radio needs "new promotions, new entertainment features that will sell for the stations and produce results for the advertisers." He claimed that with these moves radio can have "a future brighter even than its successful early years."

PROGRAM SERVICE PEOPLE

L. Wolfe Gilbert re-elected west coast board chairman, ASCAP, with **Johnny Green, Jimmy McHugh, Leo Robin, William Grant Still** and **Harry Warren** re-elected to board for three-year terms.

Michael Frances Doyle Jr., former cinematographer, Guild Films Inc., Hollywood, to Song Ads. Co. (singing commercials), same city, as head of new film department.

William J. Dooley, formerly with WIND Chicago, to Rudio Productions (program producers, ad agency), Chicago, as account executive.

Muriel Durand, former continuity supervisor, ABC-TV, will enter independent tv packaging field in association with **T. N. Stuetzer.**

Tv Booms Radio Show

RECENT NBC-TV spectacular on "The Desert Song" proved to be a boom to radio stations carrying RCA Thesaurus' *Penthouse Party* radio variety program. A Thesaurus spokesman said last week that immediately after the spectacular had been telecast, radio station subscribers reported an upsurge in sales of participations on the half-hour *Penthouse Party,* which stars Nelson Eddy and Gale Sherwood.

The apparent reason, the spokesman added, was that Mr. Eddy and Miss Sherwood also were featured in "The Desert Song." He pointed out that the RCA Thesaurus show is the only source for local stations which want to broadcast Miss Sherwood's voice, since she never has made commercial phonograph records or transcriptions for any other library service.

CBS NETS $3.9 MILLION IN FIRST QUARTER

Earnings are highest in company history, 36% above 1954. Murphy resigns formally as vice president and director of the company.

CBS INC.'s consolidated net income for the first three months of 1955 aggregated $3,892,677, the highest first-quarter earnings in the company's history, Board Chairman William S. Paley reported at a board meeting last Wednesday.

At the same meeting Adrian Murphy, former president of CBS Radio, resigned as a vice president and director of CBS to retire from active business, and Arthur Hull Hayes, who succeeded him as president of CBS Radio [B•T, April 25], was elected a CBS vice president and director.

Officials said CBS' first-quarter earnings were 36% above the total for the same period of 1954 and that, based on the number of shares outstanding before the 3-for-1 stock split-up recently approved by stockholders, they represented $1.60 per share as against $1.22 per share for the first quarter of 1954. In terms of the new stock, the 1955 first-quarter earnings were equivalent to a little more than 53 cents a share.

Stock certificates for the additional shares stemming from the stock split-up are to be mailed about May 20 to stockholders of record as of the close of business on April 29.

The board meanwhile declared a cash dividend of 20 cents a share on the new Class A and B stocks, payable June 10 to stockholders of record at the close of business May 27. The cash dividend paid in March was equivalent to 16 2/3 cents a share on the new stock.

CBS STATEMENT

	Three Months Ended			
	April 2, 1955 (13 Weeks)		*April 3, 1954 (13 Weeks)*	
GROSS REVENUES AND SALES		$104,206,067		$90,974,533
Less, Discounts, agency commissions and returns		26,429,604		23,103,119
		77,776,463		67,871,414
Deduct:				
Operating expenses and cost of goods sold	$56,500,096		$49,951,993	
Selling, general and administrative expenses	11,079,422		10,055,864	
Provision for depreciation and amortization of fixed assets	1,595,474		1,094,765	
		69,174,992		61,102,622
		8,601,471		6,768,792
Miscellaneous income, less miscellaneous deductions		*68,794*		*302,427*
Income before federal taxes on income		8,532,677		6,466,365
Provision for federal taxes on income		4,640,000		3,600,000
NET INCOME FOR PERIOD		$ 3,892,677		$ 2,866,365
Earnings per Share (Note 1)		$1.60		$1.22

Italics denote red figures

Notes:

1. The 1955 earnings per share are calculated on 2,438,900 shares, the average number outstanding during the three months ended April 2, 1955; earnings per share for 1954 are based on the 2,340,896 shares outstanding during the first three months of that year. At the Annual Meeting of Stockholders held April 20, 1955, a 3 for 1 stock split-up was approved. The stock certificates for the additional shares will be mailed to Stockholders on or about May 20, 1955. Adjusted for the stock split-up, earnings per share for the respective three month periods were $.53 in 1955 and $.41 in 1954.
2. The 1955 results are subject to year end adjustments and to audit by Lybrand, Ross Bros. & Montgomery.

May 11, 1955

SAMUEL R. DEAN,
Treasurer

3M Sales Increase 17%

FIRST-QUARTER sales of Minnesota Mining & Mfg. Co. (recording tape, other products), St. Paul, rose 17% from the first three months of 1954—from $54,088,789 to $63,382,846, the company reported last Tuesday. Stockholders also were told by Herbert P. Buetow, 3M president, that earnings amounted to $7,452,170 (or 91 cents per share) compared to $5,259,281 (64 cents a share) for a similar period last year. Net income before taxes was placed at $15,296,170 as against $11,069,886 a year ago. Mr. Buetow attributed increased earnings to more volume and greater operating efficiency.

New RCA Rectifier Tube

RCA announced May 6 that its Tube Div. has introduced new vacuum rectifier tube, designed for rectification of high-voltage pulses produced in scanning systems of black-and-white and color tv receivers. Tube (RCA-3B2) is double-ended, glass-octal type of half-wave rectifier, using indirectly heated cathode.

Make that buy WJAC-TV and you've taken the three busy Southwestern Pennsylvania markets out of the sun, and tucked them conveniently on your own front porch. What better sales spot? Hooper rates WJAC-TV:

FIRST in Johnstown
(a 2-station market)
SECOND in Pittsburgh
(a 3-station market)
FIRST in Altoona
(a 2-station market)

Enjoy greater sales coverage with the one buy that covers three. . . .

SERVING MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

Get full details from your KATZ man!

RADIO, TV WITHSTAND 'OPERATION CUE' BLAST

Communications are usable after blast, except for minor damage. Radio transmitter not harmed and radiation proves to be no problem.

RADIO, television and other types of communication systems withstood effects of the May 5 "Operation Cue" shot at Yucca Flats and, generally, nearly all items tested either were operable after the blast or needed only about an hour's repair to put them back in condition.

This was the summary of a report issued after the blast by project officers Raymond H. Williamson, General Electric Co., and John E. Young.

The project was designed to answer such questions as: What will be the effect of the nuclear blast, radiant heat, missiles, debris, and how much will equipment be shielded from these effects by the structure in which it is housed?

No broken tv picture tubes were observed as a result of the blast.

The 250-w am broadcasting transmitter operated on 1240 kc, recommended for use in civil defense emergencies (Conelrad), did not return to the air three minutes after the blast as hoped for but the project officers indicated that this was probably due to breakage of wires carrying ordinary 60-cycle alternating current into the building housing the transmitter.

Observers noted that there was little, if any damage to the transmitter and even the tape spools were not jarred from their mounts.

Three of the steel antenna towers were standing, although an unguyed 120-ft. antenna tower at the 4,700-foot line was severely crumpled and unusable. A guyed 150-foot tower at the same line had a kink at the top due to extra tension on one set of guy wires caused by a fallen structure but otherwise was not damaged and could be operable.

The most severely damaged item noted was one of the cars containing mobile equipment. A chimney had fallen on it, crushing the entire car against the ground.

The project officers reported that radiation was not a problem at the location chosen for the test and that thermal damage was insignificant, being confined to a small amount of burned or scorched insulation on wire and coaxial cable.

While flying missiles—window glass, pieces of broken furniture and doors—would have taken a lethal toll on station personnel, they did little damage to test equipment.

W. R. Torn, chief engineer for the Du Kane Corp., Lake Charles, Ill., reported after the detonation that it was his opinion that practically every unit showing damage, with exception of the unguyed 120-foot antenna, could be put into operation in less than an hour.

He added that damage to equipment was a matter of placement in the building, pointing out that anchored equipment was virtually undamaged, while that left "loose" showed some signs of damage.

The transmitter and a variety of other radio equipment were installed in a one-story house of reinforced masonry blocks, which showed little damage with exception of broken windows.

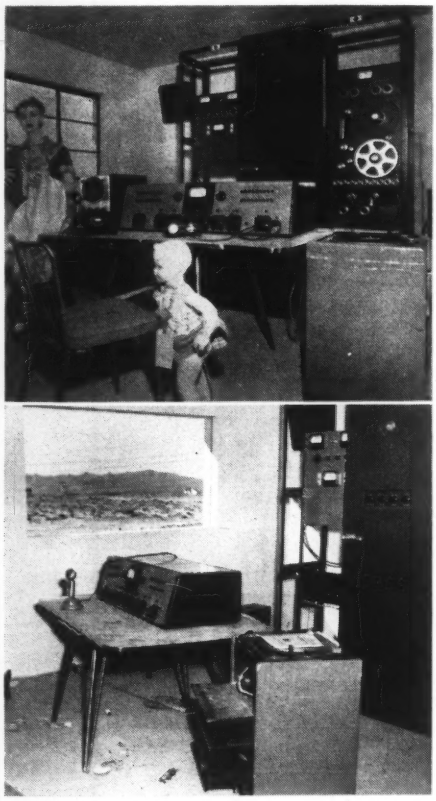
The industry sponsor of this project was the Radio-Electronics Television Mfrs. Assn., with 30 members of the RETMA participating and supporting the test.

Transmitting Equipment

TRANSMITTER SHIPMENTS

Station	Power	Band	Use
RCA			
KNTV (TV) San Jose, Calif	2 kw	tv (ch. 11)	new station
KCOR-TV San Antonio, Tex.	1 kw	tv (ch. 41)	new station
ORDERS			
General Electric Co.			
WAGE-TV Marquette, Mich.	5 kw	tv (ch. 6)	new station

OTHER EQUIPMENT: GE also reported orders from WAGE-TV for a six-bay antenna, vidicon film chain and studio camera chain and from WWLP (TV) Springfield Mass., for equipment to change from ch. 61 to ch. 22.



TOP photo shows the Conelrad station before the blast; at bottom is the same area after the explosion.

Zenith Radio Corp. Names Ruppel Advertising Counsel

APPOINTMENT of Louis Ruppel, veteran newspaper and magazine executive and formerly associated CBS, as advertising consultant was reported by Zenith Radio Corp. last week.

MR. RUPPEL

The nature of Mr. Ruppel's duties was not spelled out precisely but it was presumed he would serve as counsel on Zenith's Phonevision and other activities.

Mr. Ruppel recently resigned as editor of the *Philadelphia Daily News* and has had a varied career in printed media.

From 1939 to 1941, he was publicity director of CBS and became assistant to the publisher of Crowell-Collier Publishing Co. in 1942. He was executive editor of the *Chicago American* in 1945 and editor of *Collier's* magazine from 1949 to 1952.

Mitchell Sees Electronics $20 Billion Industry in '64

PREDICTION that electronics will become a $15 billion industry in five years and a $20 billion industry by 1964 was made by Don G. Mitchell, chairman and president of Sylvania Electric Products Inc., in an article in the May issue of *The Exchange* magazine, official monthly publication of the New York Stock Exchange.

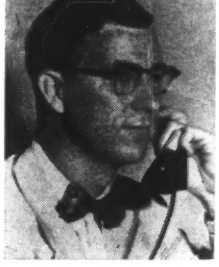
Calling electronics "the world's fastest-growing industry," Mr. Mitchell said sales and revenues of the field currently are running at an annual rate of about $9 billion but predicted the figure will reach $20 billion in 1964. He based his optimistic outlook for the industry on the conviction that it is a "growing, dynamic and revolutionary field."

Concentrating on one phase of electronics, which he described as "entertainment electronics," Mr. Mitchell offered the following projection of dollar volumes for television sets, home radio sets, auto radios and records and phonographs in 1964 as compared with 1955: television, from $1 billion this year to $1.5 billion in 1964; home radios, from $147 million to $162 million; auto radios, from $108 million to $140 million, and records and phonographs, $120-$140 million to about the same.

Mr. Mitchell said color tv is "still something of a question-mark to the industry." He believes that about 75,000 color sets will be produced this year and about 50,000 sold. It will be several years before sales of color sets will outstrip black-and-white sets, Mr. Mitchell continued, and in about ten years color will account for about 60% of all sets sold.

Meadows to Tarzian Post

F. DAN MEADOWS, formerly general sales manager for the Dage Tv Div. of Thompson Products Inc., has been appointed commercial manager, Broadcast Equipment Div., Sarkes Tarzian Inc., Bloomington, Ind.



MR. MEADOWS

Mr. Meadows will be responsible for the merchandising and sale of a complete line of tv studio equipment, including vidicon film cameras, vidicon studio cameras, relay switching equipment, tv audio control equipment, 16mm film projectors, automatic slide projectors, long-range and portable microwave equipment and low-power vhf-uhf transmitting equipment.

Motorola Sales Up Over '54

MONOCHROME tv set sales accounted for the "principal improvement" in Motorola Inc.'s financial position during the first quarter of 1955, with sales and earnings topping figures for the same period last year, according to Paul V. Galvin, Motorola president.

Mr. Galvin simultaneously revealed Motorola's entrance into the transistor radio field, with plans for a new $1.5 million plant in Phoenix, Ariz. Motorola plans to announce its first transistorized car radio models early next year.

In a letter to shareholders, Mr. Galvin reported sales of $51,878,179 compared to $48,006,800 for Jan.-April 1954 and earnings of $2,153,038 against $1,644,084.

Tv Tube Output Soars

SALES of tv picture tubes by manufacturers total 882,268 units, highest for any 1955 month, according to Radio-Electronics-Tv Mfrs. Assn. The March figure (five-week work month) brings the first quarter sales to 2,608,753 picture tubes compared to 1,962,864 in the first quarter of 1954. Sales of receiving tubes totaled 41,080,881 units in March, bringing the first-quarter total to 117,557,439 tubes.

Emerson Splits Engineering

ENGINEERING Div. of Emerson Radio & Phonograph Corp., New York, has been split into two separate units, Dorman D. Israel, executive vice president, announced last week. The units are the commercial engineering division and the government projects engineering division. Head of the commercial unit is R. T. Capodanno, vice president in charge of engineering. Dr. Werner A. Auerbacher has been appointed director of the newly-formed government projects engineering division.

Claude Neon Changes Name

CHANGE IN NAME of Claude Neon Inc., New York, to Dynamics Corp. of America has been announced by David T. Bonner, chairman of the board. Mr. Bonner said the change was decided upon to portray more accurately the range of activity of the company, which currently produces radio-television transmitters, home appliances, air conditioning equipment and various electronic devices.

MANUFACTURING SHORTS

Lambda-Pacific Engineering Inc. (micro-wave link equipment), L. A., moves manufacturing facility and general offices to 14725 Arminta St., Van Nuys, Calif.; telephones: State 6-1801, Stanley 7-0779; mailing address: P. O. Box 105, Van Nuys.

Premier Electronic Labs, N. Y., has available new hi-fi professional-type three-speed tape recorder, "Tapesonic" Model 70-B, offering three separate heads to provide instantaneous monitoring from tape while recording and A.B. switch permitting comparison between original and recorded program, according to company. Unit is dual track with 4½" VU meter. Unit has push button operation using seven electrically interlocked DC relays and one solenoid. Three speeds: flutter and wow, 0.1% at 15"/sec.; 0.2% at 7½"/sec., and 0.3% at 3¾"/sec., playing four hours at 3¾"/sec., company claims. Unit contains 10-tube 12 w push pull amplifier.

Emerson Radio & Phonograph Corp., N. Y., is producing radio described as smallest, longest-lasting pocket radio on market, weighing less than pound, six inches wide, one and one-quarter inches deep and containing two transistors and three vacuum tubes. Radio is $44 including batteries.

Hoffman Electronics Corp., L. A., has announced start of shipments of new 21-in. "Colorcaster" color tv sets to nine midwestern and western markets. Sets, with simplified circuitry consisting of 24 tubes and four rectifiers, sells for $895.

Standard Electronics Corp., Newark, N. J., has appointed Canadian Westinghouse Co. Ltd., Hamilton, Ont., as Canadian sales engineering representative.

Cornell-Dubilier Electric Corp., South Plainfield, N. J., has announced publication of *Printed Circuitry,* 8½ x 11-in. illustrated booklet describing in detail application and uses of printed circuits in various electrical products and equipment as well as technical information to aid in design and planning of printed circuitry.

MANUFACTURING PEOPLE

Miryam Simpson appointed by board of directors, Mark Simpson Mfg. Co. (tape recorders, automatic all-channel and tunable vhf boosters), Long Island City, N. Y., as president, with **Mark Simpson,** vice president-secretary; **Bernard Zisman,** vice president-treasurer; **George Watson,** vice president, distributor sales div.; **Philip S. Optner,** vice president, manufacturing div., and **Ralph Aasen,** engineering vice president. **Robert K. Stephens** retained by firm as consultant.

Arthur L. Milk, government relations director, Sylvania Electric Products Inc., N. Y., elected vice president, headquartering in Washington.

MR. MILK

Jerome K. Levy, Audio & Video Products Corp., N. Y., named vice president; **Robert Winston** appointed vice president in charge of sales, National Musitime Corp., newly-formed division of Audio & Video specializing in background music.

Howard Gross, formerly eastern states regional sales manager, Motorola Inc., Chicago, appointed general manager, CBS-Columbia Distributors Inc., factory distributing branch in N. Y. City area for radio-tv receivers of CBS-Columbia, Long Island City, N. Y.

Daniel Newman, assistant product service director, CBS-Columbia, Long Island City, N. Y., appointed product service director, succeeding **Harold J. Schulman,** who has been appointed assistant to president.

John M. Miller Jr., Bendix Aviation Corp., Baltimore, appointed to newly-created position, engineering director, tv and broadcast receiver div.; **Stanley R. Scheiner,** tv engineering staff, appointed assistant engineering director.

N. J. Litherland, formerly treasurer, Servel Inc. (appliances), Evansville, Ind., appointed comptroller, Magnavox Co., Ft. Wayne, Ind.

W. J. Merrill, sales div., Hoffman Electronics Corp., L. A., appointed south central district manager, headquartering in Dallas.

Bob Richards, customer order service dept., Gates Radio Co., Quincy, Ill., appointed store manager, L. A. branch.

Kenneth Koyen, formerly public relations manager, Pratt & Whitney aircraft div., United Aircraft Corp., East Hartford, Conn., appointed Washington public relations representative, General Dynamics Corp., N. Y.

Lester Creaser and **Wayne Palioca** to Cambridge Thermionic Corp. (frequency check service), Cambridge, Mass., as sales engineers.

E. Margaret Patt Shilzony, formerly technician, RCA Communications, L. A., and sister of **John Patt,** president, WJR Detroit, died April 28 in S. F.

EL PASO

The NATION'S LARGEST Retail Trading Area

From its mountain-top antenna, KROD-TV booms into the largest retail trading area in the nation. With a 16% population increase since 1950, El Paso ranks 5th in Texas in retail sales . . . tops the national average by 32% in sales performance.

And listener loyalty? KROD-TV serves up the top CBS, ABC and DuMont network shows and consistently good local programing. Ask your Branham man for choice availabilities.

KROD-TV

CHANNEL 4 • EL PASO, TEXAS

Affiliated with the CBS, ABC and DuMont Television Networks

Affiliated with KROD-600kc—5,000 watts
Owned and operated by the El Paso Times, Inc.
Roderick Broadcasting Company
Dorrance D. Roderick, President
Val Lawrence, Vice Pres. & General Mgr.
Dick Watts, General Sales Manager
Represented Nationally by The BRANHAM Co.

EDUCATION

Regular Programming Begun By Educational WGBH-TV

WGBH-TV Boston (ch. 2) started regular telecasting May 2, making an entrance as New England's first and only educational tv station. The station until at least this fall will operate on a 5:30-9 p.m. EDT, Monday through Friday, schedule. No programs will be aired on the weekends. It is the 12th noncommercial, educational station to begin operations.

WGBH-TV is being operated under the auspices of the Lowell Institute Cooperative Broadcasting Council (which also operates WGBH-FM). Members of the council include the Lowell Institute, Boston College, Boston Symphony Orchestra, Boston U., Brandeis U., Harvard U., Massachusetts Institute of Technology, Museum of Fine Arts in Boston, New England Conservatory of Music, Northeastern U. and Tufts U.

Parker Wheatley, director of the council, said initial programming will be modest and experimental. Early evening programming will be devoted to children.

Learning the Longhorns

TEXAS, which prides itself on being there first with the most, is making big strides in educational television—on commercial channels. Baylor U., located at Waco, reports it is now airing seven educational and promotional shows each week on three local tv outlets, in addition to three regular radio programs on commercial stations. The tv total is 2½ hours of educational programming a week, of which ch. 10 KWTX-TV Waco carries five programs weekly totaling two hours, and ch. 6 KCEN-TV Temple and ch. 34 KANG-TV Waco each carry one 15-minute show. Although no academic credit is offered with the programs, the school is reported to be considering such possibilities. KWTX-TV has requested university-credit shows and has offered full use of its studios and facilities for a Baylor Tv Workshop where credit may be earned, according to the university.

CONTRACT for complete General Electric studio and transmitter equipment for the forthcoming educational WTTW (TV) Chicago [B•T, May 9] is signed by Edward L. Ryerson, chairman of the board, Chicago Educational Tv Assn. At the signing are (l to r): Glenn E. Webster, GE broadcast equipment district sales manager; Duane Weiss, WTTW chief engineer, and Dr. John W. Taylor, WTTW executive director. A 5 kw transmitter and 12-bay antenna are planned for July.

WCBS-TV's 'America' Goes to 10 Educational Tvs

FILM RECORDINGS of WCBS-TV New York's 26-week educational series *America in the Making* will be distributed to 10 educational tv stations by the Educational Radio & Television Center, Lansing, Mich.

The series, which has been presented as a public service by WCBS-TV in cooperation with the Metropolitan Museum of Art, New York U. and the Educational Radio & Television Center, ended its circle on WCBS-TV last Saturday. Stations, which will receive the film recordings of each program, are KUHT (TV) Houston, KCTS (TV) Seattle, WQED (TV) Pittsburgh, WHA-TV Madison, WKAR-TV East Lansing (Mich.), WCET (TV) Cincinnati, KETC (TV) St. Louis, WGBH-TV Boston, KUON-TV Lincoln (Neb.) and KQED (TV) Berkeley-San Francisco.

GEORGE B. STORER Jr. pulls the switch that puts into operation ch. 10 WBIQ (TV) Birmingham, Ala., educational outlet of the Alabama Educational Television Commission. The completely-equipped station was a gift of the Storer Broadcasting Co. to the AETC. Taking part in the ceremonies are (l to r): Ewald Kockritz, national program manager, SBC; Raymond Hurlbert, president of the Alabama Educational Tv Commission; Stanton P. Kettler, vice president in charge of the southern district for SBC; Frazer Banks, superintendent of Birmingham schools; Mr. Storer; Lee B. Wailes, executive vice president of Storer Broadcasting, and J. Robert Kerns, vice president-managing director, Storer-owned ch. 6 WBRC-TV Birmingham.

AWARDS

B'nai B'rith Awards Given CBS, Westinghouse Corp.

ANTI-DEFAMATION League of B'nai B'rith, Jewish men's organization, May 1 awarded one of its annual America's Democratic Legacy awards to CBS and Westinghouse Electric Corp. for the *Studio One* presentation, "An Almanac of Liberty."

The awards were made to Jack L. Van Volkenburg, president of CBS-TV, and to J. M. McKibbin, Westinghouse vice president. Awards also were made to the Carnegie, Ford and Rockefeller Foundations. Associate Justice William O. Douglas, author of the book, *An Almanac of Liberty*, on which the *Studio One* play was based, spoke at the League's luncheon in New York.

Radio News Wins Five Of Seven So. Calif. Awards

RADIO NEWS programs, newscasters and writers captured five of seven trophies presented by the Radio & Tv News Club of Southern California at the sixth annual award ceremonies in Hollywood on May 6. Winners are:

Best radio news presentation, NBC Radio (Western Div.) *Richfield Reporter;* Newscaster John Wald, writer Wayne Miller.

Best radio special event coverage, KABC Hollywood *Bunkerhill Report;* newscasters Bill Spargrove and Len Beardsley, writer Loren Peterson.

Best radio or tv news writing, KABC *Smogboard* (review of Los Angeles smog situation); Bill O'Halloran and Jim Bull.

Most enterprising radio reporting, KBIG Avalon *GCA Landing* (special program from a jet plane, demonstrating ground control approach procedures); newscaster Larry Burrill, ad lib.

Best tv news presentation, KRCA (TV) Hollywood *Jack Latham and the News;* newscaster Jack Latham, writer George Martin Jr.

Best women's news program, Columbia Pacific Radio Network *The Women's News Desk;* newscaster Ruth Ashton.

Most consistent enterprise in radio or tv news reporting KNXT (TV) Hollywood "special assignment" segment of *Big News* program; news commentator Bill Stout.

Faculty and students of graduate department of journalism, UCLA, judged the entries. For fourth consecutive year, Bing Crosby's Minute Maid Corp. furnished the "Golden Mike" awards for winners.

L. A. Congress of PTA Gives Radio-Tv Awards

AWARDS commending the outstanding educational and entertainment radio and tv programs in the Los Angeles area were selected by the Los Angeles 10th District, California Congress of Parents & Teachers, during the group's 56th annual convention.

Over 11,000 individual votes were tabulated in balloting on tv programs and over 5,800 on radio programs by the Congress, an organization of 310 local PTA groups.

Awards were made on the basis of service to the commmunity, rather than popularity, congress executives noted.

Radio awards went to CBS *Let's Pretend* (children's entertainment), ABC *World We Live In* (children's education), former ABC *Paul Whiteman's Teen-Age* (youth entertainment), NBC *Youth Wants to Know* (youth education), CBS *Our Miss Brooks* (family entertainment), NBC *Meet the Press* (family education), CBS *Invitation to Learning* (adult

BROTHERHOOD Award from the National Conference of Christians & Jews was accepted by Joe Boland (r), sports director of WSBT-AM-TV South Bend, Ind., at a dinner of the South Bend-Mishawaka Roundtable [B•T, May 2]. Presenting the award, in presence of over 500 people, is James J. Postma. Mr. Boland, creator and manager of the Irish Football Network, was honored for "steadfast devotion to fair play and his unstinting service to men of all races and creeds."

education), ABC *Voice of Firestone* (music) and ABC *Greatest Story Ever Told* (spiritual).

In tv awards, a special award for the outstanding children's, youth and family entertainment, education and music program went to ABC *Disneyland*. Other tv awards were made to CBS *Lassie* (children's entertainment), KTTV (TV) Hollywood *Little Red Schoolhouse* (children's education), syndicated film *Stories of the Century* (youth entertainment), CBS *You Are There* (youth education), ABC *Ozzie and Harriet* (family entertainment), NBC *Medic* (family education), KTTV *Confidential File* (adult education), KTLA (TV) Hollywood *Lawrence Welk Show* (music), and KRCA (TV) Hollywood *Faith of Our Children* (spiritual programs).

Award for the outstanding tv special event went to NBC *Peter Pan*. Other tv special events awards were made to George Putnam, KTTV newscaster (outstanding news reporting) and to KTTV for the *Salk Vaccine Report Conference* [B•T, April 18].

Honorable mentions for radio programs were voted to ABC *No School Today* (children's entertainment), Don Lee Broadcasting System *Standard School Broadcast* (children's education), KLAC Hollywood *Who Knows This?* (youth education), ABC *Ozzie and Harriet* (family entertainment), ABC *America's Town Meeting* (family education), NBC *U. of Chicago Round Table* (adult education), KFAC Los Angeles (music programming) and NBC *Eternal Light* (spiritual programs).

Tv honorable mentions were voted to ABC *Rin Tin Tin* (children's entertainment), NBC *Ding Dong School* (children's education), CBS *Halls of Ivy* and CBS *Omnibus* (tied for youth entertainment), KRCA Hollywood *Teen-Age Trials* (youth education), CBS *Our Miss Brooks* (family entertainment), NBC and syndicated *Victory at Sea* (family education), KTLA *City at Night* (adult education), ABC *Voice of Firestone* (music), KTTV *Great Churches of the Golden West* (spiritual programs), and for best special events programs, multi-network *Diamond Jubilee of Light* and *Bank of America California* (all California stations).

Bronze Awards Presented To Christopher Winners

BRONZE MEDALLIONS were presented last week to 25 producers, directors and writers who won Christopher awards for outstanding contributions in the radio, television, motion picture and song-writing fields for the six-month period which ended March 31. The semi-annual awards were announced by Father James Keller, founder of the Christophers, an organization which stresses the importance of personal responsibility in raising standards of education, government, labor relations, literature and entertainment.

Television awards were presented to Eugene B. Rodney, producer, William D. Russell, director, and Roswell Rogers, writer, for "Lesson in Citizenship," telecast on *Father Knows Best* on CBS-TV; Tom Lewis, producer, Harry Keller, director, and Marian Thompson for "Something About Love," telecast on *Letter to Loretta* on NBC-TV; William Walsh, producer, Norman Foster, director, and Thomas Blackburn, writer, for the *Disneyland* series of "Davy Crockett," on ABC-TV, and Fred Coe, producer, Clark Jones, director, and Sumner Locke Elliott, writer, for "Peter Pan" on NBC-TV's *Producer's Showcase*.

The radio award went to Bob Siegrist for his Christmas broadcast of *Bob Siegrist Views the News* on WEAS Decatur, Ga.

'World Understanding' Awards To WLS News Director, WBBM

BILL SMALL, news director of WLS Chicago, and WBBM that city were among recipients of "World Understanding" awards by the Chicago Council on Foreign Relations at its annual awards luncheon in the Congress Hotel Thursday.

Mr. Small received a citation from Melvin Brorby, Needham, Louis & Brorby and council president, lauding him for "outstanding achievement by an individual to world understanding in radio." CBS o&o WBBM Chicago was honored for its international documentary series, *The Seventh Continent*.

Another award was given to the *Chicago Daily News* for its foreign news coverage, while actor Danny Kaye was given a special citation for a film on underprivileged children overseas.

Small Gets Second Award

AN Award of Merit has been presented on behalf of Illinois Gov. William Stratton to William Small, news director of WLS Chicago, "in recognition of outstanding service" for production of a five-part series of radio programs devoted to civil defense. The programs, entitled *Fallout*, will be aired by the station this week starting today (Monday).

The certificate was tendered to Mr. Small at a preview of the series in Chicago last week. It was signed for the governor by Gen. Robert M. Woodard, director, and Gen. John L. Homer, executive director, respectively, of the Illinois Civil Defense Office.

The programs will be offered by Illinois officials for use by other stations and copies have been submitted to the Federal Civil Defense Administration in Washington.

AWARD SHORTS

WJAG Norfolk, Neb., presented award from American Heart Assn. for "outstanding voluntary service" to 1955 Heart Fund, received citation from U. S. Treasury Dept. for Savings Bond campaign and cited by Oldtimers Baseball Assn. for helping Oldtimers' "Talk League."

Fred Coe, NBC executive producer, presented Medal award of Art Directors' Club of Boston

BATON ROUGE:
WATCH YOUR SALES
SOAR
in the SOUTH'S
fastest growing market!

POPULATION
1940 88,415
1953 197,000

the FIGURES

RETAIL SALES
1940 ... $ 20,251,000
1953 ... $184,356,000*

RANKS 92nd IN EFFECTIVE BUYING INCOME

HIGHEST PER CAPITA INCOME IN LOUISIANA

and FACTS

WORLD'S MOST COMPLETE OIL CENTER
CHEMICAL CENTER OF THE SOUTH
DEEP WATER PORT

To see your sales reach their greatest heights in this rich petro-chemical market, select WAFB-TV, the *only* TV station in Baton Rouge, with programs from all 4 networks, and our own highly-rated local shows.

Tom E. Gibbens
Vice Pres. & Gen. Mgr.

Adam J. Young, Jr., Inc.
National Representative

*East Baton Rouge Parish, Survey of Buying Power, 1954

WAFB-TV
Channel 28
BATON ROUGE, LA.

for "consistent and extraordinary contributions to television."

Tele-Chievers Inc., Chicago teenager organization which has a show on WBKB (TV) there, presented award in National Industry Awards Competition as top Junior Achievement broadcasting group in nation.

WKNE Keene, N. H., presented award from Automobile Legal Assn. for efforts on behalf of highway safety.

WBZ-TV Boston presented AMVET distinguished service award; **W. Gordon Swan,** WBZ-TV program manager, made honorary fire chief in Boston Fire Dept.

Bob Garred, ABC Radio Hollywood newscaster, voted "Best Radio Newscaster" of Los Angeles area by student body of Pasadena City College.

Tennessee Ernie of *Tennessee Ernie Show,* CBS Radio, presented Ralph Peer award of National Country Music Festival.

WJR Detroit awarded distinguished service citation from Native-Born Detroiters Club for contribution to civil defense for special public service program, "No Second Chance."

Mal Hansen, farm service director, WOW-AM-TV Omaha, made honorary Iowa farmer at convention of Iowa Assn. of Future Farmers of America.

Donald Voorhees, conductor, NBC *Telephone Hour,* presented Lowell Mason Award of *Keyboard Jr.,* music magazine, for "distinguished contribution to music education."

WOI-TV Ames, Iowa, presented award from Continental Air Defense and Ground Observer Corps for support of Ground Observer recruiting drive. Station also cited by Iowa State Medical Society for making possible society's *Your Health* program.

Sylvania Electric Products Inc., N. Y., presented "Friends of Service Management" plaque from National Alliance of Tv & Electronic Service Assns. for services to industry beyond normal functions during year.

WGMS Washington cited during National & International Music Week by Music Week Committee for *Music in School* program.

Screen Gems Inc., N. Y., presented 1955 family service tv award for *Father Knows Best* program from Family Service Assn. of America.

CBS Radio *Make Up Your Mind* presented citation from Veterans of Foreign Wars as one of broadcasting's most inspirational shows.

BUSHNELL TELLS ACA COLOR NOT READY

Assn. of Canadian Advertisers, at 40th annual convention, elect Seagram's Schneckenburger president.

COLOR TV, daytime tv and better tv commercials highlighted the television sessions of the 40th annual convention of the Assn. of Canadian Advertisers at the Royal York Hotel, Toronto, on May 5 [B•T, May 2].

MR. SCHNECKENBURGER

To officials of the Canadian Broadcasting Corp. color tv as it is today is not yet ready to be brought to CBC tv stations, Ernest Bushnell, CBC assistant general manager, stated during the afternoon panel session. While the audience of advertisers and agency executives had applauded the NBC color kinescope shown at the meeting, Mr. Bushnell stated it "didn't satisfy" him and a lot more work will have to be done on color tv before the CBC will spend money on it.

Mr. Bushnell also told advertisers that next year CBC will not expect independent Canadian tv stations to carry network programs between 6 and 8 p.m., to enable them to offer these two peak hours for selective sponsorship.

Wood's Talk on Color

Barry Wood, NBC executive producer of color tv, told Canadian advertisers about development in the medium and what it would do for their product sales. Based on U. S. experience, he informed Canadian advertisers that color commercials have received as much press comment as have the programs. He pointed out that color costs are not as proportionately high compared to black-and-white, as is color in magazines. He reported on participation advertising in color productions, on developments in U. S. color receivers, on impact of color tv on the packaging industry, on color tv for travel and department store promotion and on work being done on the microwave link between Buffalo and Toronto to prepare it for color tv programs.

In the panel discussions which followed Mr. Wood's luncheon address, there was much stress on commercials and tv problems for the sponsor. Responsibility for tv network commercials in Canada should be in the hands of the advertiser and agency, rather than in the production department of the CBC, agency men pointed out. Bob Spence, advertising manager of Lever Bros. Ltd., Toronto, stated that most of the direction for tv network commercials in Canada still comes from the sponsor and the advertising agency.

Advertisers were advised that they should still continue to use radio, even though there are tv stations in the markets they want to use. As an example, Paul L'Anglais, Radio-Video Programme Producers, Montreal, pointed to the increased radio ratings for the French-language show *La Famille Plouffe* since the program has appeared as a weekly half-hour tv show.

Growth of multiple sponsorship on tv programs in Canada was detailed by Hugh Horler, radio-tv director of MacLaren Adv. Co., Toronto, and Murray Brown, general manager of CFPL-TV London. The latter also reported on the effect of daytime tv since CFPL-TV began telecasting daily at 1:30 p.m.

Fairfax M. Cone, president of Foote, Cone & Belding, Chicago, on May 4, told the Canadian advertisers that good, sound advertising copy has not been superseded as a means of selling and that new media have helped to reach more people. He stated that good tv copy will be a standard for all advertising one day.

M. M. Schneckenburger, vice president of Joseph E. Seagram & Sons Ltd., Montreal, was elected president for 1955-56, with R. R. McIntosh, vice president of General Foods Ltd., Toronto, as executive vice president. Mr. Schneckenburger and J. Scott Feggans, advertising manager of Dominion Stores Ltd., Toronto (eastern Canadian grocery chain), were awarded ACA gold medals for their contributions in 1954 to the advertising industry.

Color Tv in Europe Near; Swiss Urge One Standard

COLOR TV in Europe is not so far off, according to reports. The Monte Carlo tv station, one of the few commercial tv organizations in Europe, is presently being equipped for color transmissions. The Italian tv system is prepared to introduce color tv before 1957. Sir Georges Barnes of the BBC has announced that color tv may start in Britain soon after April 1, 1956. Latter dateline has been set for final acceptance of color standards for Britain.

The Swiss government is planning to urge other European governments not to introduce differing color tv standards. In the black-and-white field presently four different technical standards are in effect in Europe.

In Europe, 50% of the tv stations are presently using the CCIR standards, 40% are using the French standards and 10% are believed to be using the two different Belgian standards. As a consequence, West German manufacturers have started production of four-standard tv receivers with much more complicated circuitry than the usual one-standard sets, but which can be exported and operated in all of Europe.

Oslo Tv to Start Tests

IN OSLO, Norway, a provisional tv studio is presently under construction and the Norwegian Radio System has announced it will start tv test transmissions before the end of this year.

GREETINGS: NARTB MEMBERS

•

Convention Headquarters
SHERATON PARK HOTEL
WASHINGTON, D. C.
MAY 22 — 26

•

HOWARD E. STARK
RADIO AND TV STATION BROKERS • FINANCIAL CONSULTANTS
50 EAST 58th St., New York 22, N. Y.
EL 5-0405

French Stamp Honors Tv

TELECLUBS have played a role in helping to popularize television in France. In fact, the country has officially paid tribute to the medium by issuing a 15-franc stamp, Admiral Corp. has reported. The new stamp shows the Paris skyline sprouting tv antennas, according to James R. Oberly, president of Admiral International Corp. The lower right hand corner has a tv screen with the letters RTF (Radio-Television France), government-operated network. Each teleclub owns a receiver purchased by its members in school rooms, town halls and recreation centers.

MORE PRIVATE TVS URGED BY CANADIAN POLITICOS

CBC's Chairman Dunton answers that revenues necessary for government's own tv plans would be hurt by added competition from privately-owned stations in some markets.

TELEVISION featured hearings of the Canadian Parliamentary Committee at Ottawa on May 6, with western Canadian members asking for more independent tv stations.

Tom Goode, Liberal member for Burnaby-Richmond, a Vancouver electoral area, said a privately-owned tv station should be licensed in the Vancouver area to supply an alternative program schedule to the CBC's CBUT (TV) Vancouver. Only competition is from the United States, Mr. Goode told the committee.

To this proposed change in government policy, CBC Chairman A. D. Dunton replied that private stations could not afford live programs and would have to import film programs at a fraction of the cost of a live show. This would put the station in the position of taking advertising revenue from the CBC station, which is needed by the CBC to carry out its costly assignment of producing and distributing Canadian programs.

Mr. Goode charged that many Canadian advertisers were being penalized by CBC's refusal to allow the establishment of a second station, while at the same time CBC could not give the advertiser time on its own stations. This made many Canadian advertisers buy time on nearby U. S. stations, he claimed.

Stand Is Supported

His arguments were corroborated by another Parliamentary Committee member, Roland Beaudry, Liberal member for Montreal St. James, an advertising executive and former station operator. Beaudry pointed to a waiting list of more than 50 advertisers for spot announcements on CBFT (TV) Montreal, French-language station of the CBC.

Regarding color tv, Mr. Dunton said that the CBC could not afford color programs three or four times weekly for a limited number of color receivers. He stated that "CBC believes the sensible time to move into color will be when the manufacturers can turn out sets of assured performance at a price people can pay, about $400 or $500."

Mr. Dunton also told the committee that, at the request of independent tv stations, CBC will study the use of liquor, beer and wine advertising on tv stations in provinces where such advertising is allowed. Committee members had asked Mr. Dunton if a change was contemplated in CBC policy on beer, liquor and wine advertising on tv, in keeping with newspaper practice, which provide the brewing and distillery industries with space for public service advertising campaigns. Currently such advertisers buy time on nearby U. S. tv stations to reach Canadian audiences.

CBC Draws Criticism For 'Hamlet' Expenditure

CANADIAN Broadcasting Corp. was criticized by the Parliamentary Radio Committee at Ottawa on April 29 for spending $30,000 for a one-time, two-hour production of *Hamlet* on Canadian television stations on April 24.

Committee members also queried A. D. Dunton, CBC chairman, about selling Canadian tv productions outside Canada, and the possibility of filming such shows for further use in schools and repeat performances. Mr. Dunton told the committee the problems of tv productions, especially in regard to extra costs under union agreements for making such productions for more than one-time use. Actor and musician unions were criticized by committee members for their stand in connection with special tv non-revenue producing cultural programs.

Canadian Artists Leave AFL To Set Up Own Organization

CANADA'S UNION of radio and television artists, now affiliated with the American Federation of Labor, plans to withdraw from that body sometime this year and form a nationwide all-Canadian organization. This decision was announced at the annual meeting of the Assn. of Canadian Radio & Television Artists, consisting of five Canadian local chapters, held at Toronto on April 29. Major reason was the 60 cents a month per capita tax paid to the Washington AFL headquarters. The Canadian union will remain with the Trades & Labour Council, Canadian counterpart of the AFL. Alan King was elected president of the Canadian union, succeeding Bernard Cowan, both of Toronto.

CBC Football Plans Set

ARRANGEMENTS have been completed between Canadian Broadcasting Corp. and the Canadian Big Four football clubs for telecasting the games this fall. Home games of all teams will not be broadcast or telecast for hometown fans, and there will be no rebroadcast of the televised game for hometown viewers the following day, as was done last year. Announcement of the arrangements was made by Vic Obeck, vice president of the Montreal Alouettes.

New European Tv Relay

A NEW, shorter relay line for tv transmissions between Britain, France and Belgium on the one side and Germany on the other side has started operations. The line uses a new, powerful relay station with full receiving and transmitting facilities built by Institute National Belge de Radiodiffusion (INR) near Leiges, Belgium, at a place 866 ft. above sea level. The new line replaces the previous relay through The Netherlands, which was considerably longer.

BIG VOICE IN SPORTSLAND

WJPG

People in Northeastern Wisconsin like Action

Buying Action! Sports Action!

Green Bay's 5,000 watts daytime (500 night) station, WJPG, translates this "sports-happy" audience into volume sales. You've always got a loyal, responsive audience on WJPG . . . the area's top Sports Station!

5,000 Watts Daytime

500 Watts Night

MBS • GREENBAY, WIS.

Represented by Burn-Smith Company

IN DETROIT

You Sell More on

CHANNEL

4

WWJ-TV

NBC Television Network

DETROIT

Associate AM-FM Station WWJ

Owned and Operated by THE DETROIT NEWS

National Representative

THE GEORGE P. HOLLINGBERY CO.

NOW
YOUR BEST
KBET
CHANNEL 10 IN TV
SACRAMENTO
BASIC
CBS
The only VHF station in Sacramento. NOW . . . full coverage in the rich Sacramento and San Joaquin Valleys of California. 316 KW ERP. 2500 feet antenna elevation.
SEE NEXT WEEK'S PAGE AD.
More than 300,000 receivers in A and B coverage.
REPRESENTED NATIONALLY BY
H-R TELEVISION, INC.
NEW YORK CHICAGO HOLLYWOOD
SAN FRANCISCO DALLAS
ATLANTA HOUSTON

"—no need to worry about juvenile delinquency, Dad—I listen to KRIZ Phoenix all day long."

PULSE Proves
WILK
Wilkes-Barre
Penna.
the front-running radio station reaching more than a Quarter Million radio homes.
Call Avery-Knodel, Inc.

West German Mfrs. Plan To Sell 350,000 Tv Sets

WEST GERMAN manufacturers plan to sell 350,000 television sets this year and believe they can boost sales to one million sets during the next year, it has been reported. There are now slightly more than 120,000 tv sets in operation there. Radio sales (table sets) went down in West Germany last year from an annual total of 2.2 million to 1.9 million, according to latest statistics. The loss is reportedly more than compensated by larger sales of console radios.

Table set sales are expected to decrease during this year, too, down to 1.7 million annually in 1956.

West German tube exports are sky-rocketing. Manufacturers exported 8.2 million tubes last year which is 4.4 million more than the year before. Total annual tube production in West Germany is now at 30.2 million units valued at the equivalent of $19 million. Production the year before was 25.8 million.

Parties Seek Radio-Tv Time In Ont. Provincial Election

A PROVINCIAL election in Ontario on June 9 has all four political parties looking for time on radio and television stations. The Progressive Conservative party has appointed McKim Adv. Ltd., Toronto; the Liberal party has appointed Walsh Adv. Ltd., Toronto, and the Cooperative Commonwealth Federation (socialist) has appointed Margaret Pennell Adv. Co. The Labor-Progressive party (Communist) has not yet appointed an agency.

French Allocate $8.2 Million For Tv Construction Plan

THE FRENCH National Assembly has allocated a sum equivalent to about $8.2 million for a new construction plan for the French television system on the Continent. An additional sum of $604,000 will go into a separate construction plan for the French network in North Africa. A total of 20 new transmitters are to be constructed under both of the plans in 1955 and 1956.

Carlton Films for Guild

CARLTON Films, Munich, West Germany, a major European producer of theatrical films, has started production of a series of tv films for Guild Films, New York, titled *Brother Mark*, and starring Richard Kiley. Anthony Z. Landi is supervising the project. It is the only tv series presently before the cameras in Germany, the firm states.

German Commercial Tv Rates

COMMERCIAL TV in Germany is not yet in existence but advertisers already are screening possible costs of future commercial tv programs. According to estimates, time on future German commercial tv outlets will cost about $5,000 for 30 minutes with an audience totaling 150,000 and $10,000 for 30 minutes when the total audience passes the one million mark.

CBC Plans for Tv Code

TELEVISION code for all of Canada is being planned by the Canadian Broadcasting Corp., it was announced by CBC Chairman A. D. Dunton at Ottawa on May 5 when he appeared before the Canadian Parliamentary Radio Committee. He told the committee that public hearings would be held throughout Canada aimed at setting up the first Canadian tv code.

Mr. Dunton also told the committee that commercial tv advertising on the CBC tv network is returning between 50 and 60% of the cost of CBC tv studio productions. CBC is underwriting part of the cost of producing live tv shows as part of its requirement under Canadian broadcasting legislation to develop Canadian talent.

INTERNATIONAL SHORTS

West Germany's number of tv sets as of April 1 was 126,774, with number increasing at rate of 13% per month.

Canadian Broadcasting Corp. altering part of Toronto program headquarters to provide additional tv studio, with plans being provided by chief architect D. G. McKinstry.

CFJC Kamloops, B. C., planning to apply for tv station license soon, according to Ian G. Clark, station manager.

RCA-Victor Ltd., Montreal, planning new tv parts factory at Renfrew, Ont., to provide 50,000 sq. ft. of factory space.

INTERNATIONAL PEOPLE

Deryk Upton, commercial manager, CFJB Brampton, Ont., to CKPC Brantford, Ont., as general manager.

R. P. Beadon appointed advertising manager, Procter & Gamble Co. of Canada Ltd., Toronto, succeeding **P. B. Smith,** who has been named director, Procter & Gamble S. A., Paris, France.

Jonathan Dunham, formerly with Walt Disney Studios, Burbank, Calif., to Associated Screen News Ltd., Montreal, as general production manager.

Sydney Banks to S. W. Caldwell Ltd. (film producers, distributors), Toronto, as film production and labs executive producer.

Robert L. Cotton, producer, Radio Free Europe, N. Y., named Portugal studio operations director, Lisbon.

Jack McCabe named assistant supervisor of outside radio-tv broadcasts and special events, Canadian Broadcasting Corp., Ottawa.

Adele Hunt, formerly with WPAT Paterson, N. J., to CHCH-TV Hamilton, Ont., as program personality.

Al Davidson, news editor, CKY Winnipeg, Man., selected by Canadian Dept. of External Affairs to make tour of Netherlands, Belgium and Luxembourg as only Canadian in group of NATO reporters touring those countries this spring.

George Townsend Trowhill, 65, pioneer in setting up network facilities for radio broadcasting in Canada, died May 4 in Toronto.

KMON NEW PROGRAMS

KMON Great Falls, Mont., is airing three new programs featuring station personalities. *Breakfast at the Rainbow* is broadcast three days a week from the Rainbow Hotel in downtown Great Falls with Mel Hallock at the mike, discussing events of the day and items of special interest with local, state and Canadian dignitaries participating. Scott Warden handles *The Old Music Maker* each Thursday evening, featuring modern, contemporary and traditional music. *Midnight Downbeat* also features Mr. Warden, assisted by Allen Smith. This program airs records and unusual commercials.

KITE FLY SWATTER

KITE San Antonio, Tex., has distributed a fly swatter with the words, "There ain't no flies on KITE, San Antonio's No. 1 radio station," written on the handle.

KELO-TV'S 'HAMLET'

TELECAST of a locally-filmed version of *Hamlet* was staged by KELO-TV Sioux Falls, S. D. The station's production staff shot a two and one-half hour film of Shakespeare's play as presented by the players of the Augustana College Theatre. Only slightly restaged for smoother shooting, the drama was filmed as an actual stage presentation of the group. A special camera ramp was built over the front rows in the Augustana Theatre to accomodate the camera and make it possible to move in and out without the necessity of breaks in action. An extensive promotion campaign by both KELO-TV and the college preceded the telecast. The idea was originated by Evans Nord, station general manager, and the film was directed by Murray Stewart, KELO-TV program director, in collaboration with Prof. Earl Mundt, director of the play.

'TRAFFIC COURT'

NEW live series, *Traffic Court*, featuring dramatizations of traffic violations, will premiere on WMAL-TV Washington May 19 as an evening show. The series will be presented in cooperation with the Commissioners Traffic Advisory Board of the District of Columbia, Metropolitan Police Dept., Municipal Court and the Dept. of Vehicles & Traffic. The program will be presided over by a judge from Municipal Court and a court baliff, court reporter and arresting officers will appear in person. Professional actors will portray witnesses and, in cases where the actual defendant is unwilling to appear, will portray defendants. Names, places and dates of all defendants and violations will be changed. Cases will be selected from District records and any recognizable information which might invade the privacy or injure the reputation of anyone will be omitted. Approximately five cases will be covered on each program and will be enacted exactly as they would happen in court.

WLRP PROMOTES SHOPPING

TO HELP promote K & I (Kentucky and Indiana) Days, a shopping promotion, WLRP New Albany, Ind., took its *Openhouse* show, conducted by disc m.c. Keith Reising, to a busy downtown corner for three and one-half hours April 29. The time, broken into 15-minute segments, was bought "like hotcakes" by participating merchants and Mr. Reising ad libbed commercials, punching each sponsor's specials. Some merchants reported record breaking sales, exceeding even the heaviest days of Christmas, according to WLRP. The station was commended by the local chamber of commerce for helping to make the promotion a success.

Fair, Warmer, Radioactive

CURRENT preoccupation with things atomic has moved Crosley's WLW-WLWT (TV) Cincinnati to augment its weather service with measurements of radioactive fallout in the Cincinnati area. Crosley Broadcasting's chief meteorologist, Jim Fidler, made arrangements with Nuclear Measurements Corp. of Indianapolis, Ind., to set up a scintillation counter on top of the Crosley Square studios. The scintillation counter is described as a fallout measuring device about 10 times as sensitive as a Geiger counter. Although the amount of radioactivity around Cincinnati is inconsequential, the stations point out, the new feature will be of interest to atom-conscious listeners and viewers.

GEIGER-COUNTER test is conducted atop the Crosley Square studios of WLW-WLWT (TV) by (l to r) James Martin, deputy chief of Special Weapons Section, Cincinnati Civil Defense; Wendell Bradley, president of Nuclear Measurements Corp., Indianapolis, and Jim Fidler, Crosley chief meteorologist.

WORDS OUT OF WORDS

CONTEST to list all the words which could be made out of "Hawkeye Hits," the name of a record program conducted by disc jockey Ford Roberts on WMT Cedar Rapids, Iowa, pulled 3,700 entries. The total possible was 257 with Webster's Collegiate Dictionary serving as authority. Slang, plural and foreign words were not allowed. The winning entry listed 242 words and another carried 1,040, of which only 180 were valid.

A DOZEN EGGS

BOXES containing a dozen eggs with the sticker, "Watch us HATCH into Washington's Most Independent Station—10,000 w," were distributed last week as a promotion by WPGC Morningside, Md., in Prince Georges County, suburban area adjacent to Washington, D. C.

Quad-City Employment is Up and Steady!

Employment at the large farm implement plants and at some 300 other factories is keeping pace with increased production schedules. Forecasts of a busy prosperous 1955 in the Quad-Cities have materialized into an active buying market.

•

The Quad-Cities offer you a good marketing opportunity. WHBF is "The Quad-Cities' Favorite".

•

CBS FOR THE

Quad-Cities' favorite

WHBF AM FM TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery-Knodel, Inc.

Let Marie do it!

Marie Suffel can sell your product as fast as she pops an appetizing meal into the oven, with admiring eyes of over a hundred thousand watching her every move! Buy Time NOW on

CHANNEL 10 KITCHEN

featuring

THE GULF COAST'S MOST FAMOUS COOK

Monday Through Friday

(LIMITED PARTICIPATING SPONSORSHIP)

WALA-TV CHANNEL 10

Now 316,000 Watts

MOBILE'S ONLY TELEVISION STATION

PAPE TELEVISION COMPANY, INC.

Affiliated with Wala Radio, Mobile, Ala.

Ask Your Headley-Reed Man For Market Information and Availabilities.

SHERIFF JOHN, children's personality of KTTV (TV) Los Angeles, interviews two small fries at the grounds of the Clyde Beatty Circus there, where the station covered the unloading and setting up of the show. KTTV went on the air at 6 a.m. to cover all operations and brought viewers scenes ranging from the circus train pulling into the city to the erection of the "big top." The station used three separate remote units to televise the event.

'THE GADABOUT'

MUSICAL gossip series with Paul Saliner, veteran radio personality, has been started by WGN Chicago under the title of *The Gadabout*. Mr. Saliner is devoting the program to "interesting people, places and things in and around Chicago." He takes listeners on musical tours of the city, featuring choice readings, recommendations for places to visit and philosophic observations. The program is aired daily.

CANADIAN STATIONS POOL

FOUR Ontario radio stations on the route of the St. Lawrence Seaway, now being built jointly by the United States and Canada, have pooled their facilities and creative ingenuity for the benefit of their listeners and advertisers. CJBQ Belleville, CKLC Kingston, CFJR Brockville and CKSF Cornwall are exchanging community and regional news and plan local programs of joint interest to their listeners. The group is calling itself the "C-Way-4" and together serve an area of about 100,000 people, close to where the major construction for the international seaway and power development is now underway. Station managers F. H. Pemberton of CKSF, J. R. Radford of CFJR, T. D. French of CKLC and W. H. Stovin of CJBQ recently met in Kingston to formulate the pooled operation, along with George Hellman, sales manager of H. N. Stovin & Co., Toronto, which represents all four stations.

HOSPITAL FUND MEET COVERED

FIFTEENTH annual meeting of the United Hospital Fund, conducted at the Sheraton Astor Hotel in New York, was carried by WRCA-AM-TV New York. On WRCA, portions of the meeting of approximately 2,500 volunteer hospital workers were heard on the *Tex and Jinx Show*. Tv coverage was provided on *Jinx's Diary*. Hamilton Shea, vice president in charge of WRCA-AM-TV, was presented a citation from Henry Brunie, president of United Hospital Fund, for public service rendered to New York hospitals by the stations.

WHOT CAMPAIGN

WHOT South Bend, Ind., U. of Notre Dame radio outlet, has started a promotion-publicity campaign on behalf of its local personalities, Chicago White Sox baseball broadcasts and other features. The station is being promoted in billboards, bus panels and movie trailers as "The New WHOT" with the slogan "Wherever You Go—There's Radio," according to Bob Laffoon, sales promotion manager.

ANOTHER OHIO SPORTS STATION

THERE's more than one sports station in the Ohio area, according to WIRO Ironton, Ohio, referring to the claim of WFOB-AM-FM Fostoria, Ohio [B•T, April 25]. Styling itself as "The Sports Spot for the Tri-State," Ohio, Kentucky and West Virigina, WIRO reports it broadcasts, in addition to nighttime and weekend Cincinnati Redleg baseball games and every feature on MBS' *Parade of Sports*, including college and professional basketball games, the complete football and basketball schedules of Ironton High School; an annual invitational tourney at Waverly, Ohio; the Northeastern Kentucky Conference Basketball Tournament from Russell, Ky., and every game of the Lawrence (Ohio) County Basketball Tournament. Last season whenever an open date appeared in a regular season schedule, the station filled it with a broadcast of a County League game, football or basketball, it reports. It also followed the city's two Class A high schools in sectional tourney play until eliminated. Whenever the station's schedule permitted, it aired the Marshall College (Huntington, W. Va.) football and basketball games.

WABC REVAMPS PROGRAMMING

NEW "block programming" format goes into effect on WABC New York on May 30, according to Michael A. Renault, WABC general manager. A feature of the schedule revamp will be a three-hour disc jockey, audience participation show handled by Ernie Kovacs (Mon.-Fri., 6-9 a.m. EDT). An orchestra and the Buddy Weed Trio in addition to five-minute newscasts before the half-hour and hour will be incorporated into the Kovacs show.

Radio Finds a Witness

RADIO informed a Dane, Wis., man that he had witnessed a bank robbery before he himself was even aware of the fact. C. A. Wipperfurth, who operates a general insurance agency next to the bank in Dane, looked out his window and wondered if he hadn't written the policy on a green 1950 Hudson parked in front of the bank. He watched a man come out of the bank, get into the car and drive off. A few minutes later, Mr. Wipperfurth tuned to WIBA Madison and heard that the bank had been held up. WIBA, which monitors all police calls, was able to bulletin the robbery report within a few minutes of police notification. Mr. Wipperfurth's description aided police in locating the getaway car, according to the station.

FERGIE COVERS NEW FLIGHT

VIC FERGIE, newsman and special events director of CHUB Nanaimo, B. C., has been selected by the British Columbia Assn. of Radio & Tv Broadcasters to represent all private B. C. radio stations on the inaugural flight of the new Canadian Pacific Air Lines service between Vancouver, B. C., and Amsterdam, Holland, over the polar route. The flight will leave Vancouver June 3 and return June 11, after layovers in Amsterdam, London and Paris. While on the continent and in the British Isles, Mr. Fergie will airmail tape recordings to all radio stations in the province.

LIVE COURT CASES

NEW PROGRAM, *Traffic Court*, on WEAW-AM-FM Evanston, Ill., airs actual cases as they are in progress at the local Municipal Court. Broadcast each Wednesday, the program gives listeners first hand information of cases being held that day. Participating in the court sessions are the police officers investigating traffic accidents, parties involved in the proceedings and witnesses.

WFIL PROMOTION

WFIL Philadelphia has issued a promotion piece on behalf of its daily early-morning *Rise and Shine* program featuring Phil Sheridan, who is described as "the salesman who makes 2,104,178 calls per day." The brochure stresses that Mr. Sheridan meets and talks to more than 100,00 fans a year and receives almost 50,000 letters annually from listeners who tune in his show and buy the products he advertises. John Blair & Co. is national representative for WFIL.

WABB CONTINUES RECORD WAR

EDITORIAL follow-up to an advertisement in the *Mobile* (Ala.) *Press Register* which objected to what was called "disguised smut" in the lyrics of some recorded tunes [B•T, March 28], was aired by WABB there and reprinted by the *Press Register*, its newspaper affiliate. The editorial, titled "More About the Music You Don't Hear on WABB," cited many favorable comments received by the station since it denounced and banned offensive records which are passed off under the guise of rhythm and blues. The editorial went on to point out that at least three broadcasters in other cities have adopted the WABB policy, and assured that the station would continue, in the best public interest, to make what it considers to be off-color tunes, "The Music You Don't Hear on WABB."

*PULSE proves BILL PIERCE your BEST BUY...
...IN THE SCRANTON MARKET!
From 6:00 to 9:00 A.M. (12 Quarter-Hours)...BILL PIERCE
• Beats Network Station A Nine Times, Ties Twice For First, Is Second Once!
• Beats Network Station B Twelve Times!
• Beats Network Station C Twelve Times!
• Beats Indie Station A Twelve Times!
• Beats Indie Station B Twelve Times!
• Beats All Other Stations Combined Twelve Times!
BILL PIERCE..SCRANTON'S TOP SALESMAN FOR 25 YEARS
. . Ask Meeker . . .
WQAN
SCRANTON, PA.
*November 1954

ON THE DOTTED LINE . . .

THE BIGGEST spot contract in the history of WNEM-TV Bay City, Mich., has been purchased by Morley Bros., Saginaw, Mich., appliance distributor. Looking over the agreement, which calls for 1,200 spots at a cost of $26,000, are Bill Lefback (l), WNEM-TV sales executive, and Tom Morley Jr., representing the sponsor.

GRANVILLE CARREL (seated), vice president of National City Bank of New York, inks contract for sponsorship of Sun.-Fri. *Eleventh Hour News*, now beginning its fourth year on WRCA-TV New York. At the signing were (l to r): Kent Patterson, WRCA-TV account executive; John K. M. McCaffery, featured newscaster; Hamilton Shea, NBC vice president in charge of WRCA-AM-TV, and Bayard Pope, vice president of BBDO, bank agency.

JOHN J. FELIN Co. (meat packer), Philadelphia, has become a co-sponsor of the Phillies baseball games on WIP Philadelphia. Present as final details were worked out were (l to r): Warner J. Evans, Lewis & Gilman Adv. Agency, for Felin; Wells E. Hunt, Felin's representative, and Ralf Brent, WIP vice president.

OFGANT-JACKSON Chevrolet Inc. of Roxbury, Mass., approves a $1,725 pact with WVDA Boston for on-the-spot coverage of the Indianapolis Speedway Race on Memorial Day. With car dealer Edwin Ofgant as he signs the contract are (l to r): Robert J. Seamans, WVDA account executive; Len Hornsby, WVDA station manager, and Daniel F. Sullivan, Daniel F. Sullivan Advertising Agency.

THIRD-YEAR renewal of *Hopalong Cassidy* on KTVH (TV) Hutchinson (Wichita), Kan., is agreed to by Herb Curnutt (l), executive vice president of Hyde Park Dairy, Wichita, and (l to r) William Boyd (better known as Hopalong Cassidy); Paul Lago, Lago & Whitehead Adv. Agency, Wichita, and Ernie Dallier, sales manager of the ch. 12 Wichita station.

◄ NEW YORK GIANTS baseball and its sponsorship on WMMW Meriden, Conn., by an automobile dealer and a dairy were discussed at this luncheon meeting by (standing l to r): G. A. Kruttschnitt, WMMW manager, and Bill Golder, station commercial manager. Seated: Jack and Bob Gilmartin, Dodge-Plymouth dealers (co-sponsor of the games), and Frank and Al Guida, proprietors of the Guida-Siebert Dairy, New Britain, Conn., the other co-sponsor of the Giants games on WMMW.

MILESTONES

►WOW Omaha, Neb., *WORLD'S RADIO CONGREGATION* has marked its 32d year on the air.

► NBC Radio's *ONE MAN'S FAMILY* has celebrated its 23d anniversary.

►KPLC Lake Charles, La., is celebrating its 20th year of broadcasting.

► WAIM Anderson, S. C., is celebrating its 20th anniversary.

► CBS Radio's *ROSEMARY*, daytime serial, has entered its 11th year on the air.

► JACK BRICKHOUSE, WGN-TV Chicago sportscaster, has completed his 1,000th baseball telecast.

► NBC-TV's *KRAFT TELEVISION THEATRE* is commemorating its eighth year of telecasting.

► WIRL Peoria, Ill., has marked its seventh anniversary on the air.

► WRFW Eau Claire, Wis., is seven years old.

► WTVJ (TV) Miami has celebrated its sixth anniversary of telecasting.

► WICU (TV) Erie, Pa., is observing its sixth anniversary.

►WLWC (TV) Columbus, Ohio, has observed its sixth anniversity of telecasting.

► WQAN Scranton, Pa., is celebrating its fifth anniversary as a commercial outlet.

► WOI-TV Ames, Iowa, is marking its fifth anniversary.

► LIONEL (CHICO) SESMA, Mexican-American disc m.c., KOWL Santa Monica, Calif., is celebrating his fifth anniversary with the station.

► OLIVE TINDER, WJAR-TV Providence, R. I., women's commentator, is marking her third anniversary with the station.

► KTNT-TV Tacoma, Wash., is celebrating its second birthday.

► WWLP (TV) Springfield, Mass., is marking its second birthday.

FOR THE RECORD

Station Authorizations, Applications

(As Compiled by B • T)

May 5 through May 11

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of April 30, 1955 *

	AM	FM	TV
Licensed (all on air)	2,704	522	134
CPs on air	13	17	†319
CPs not on air	98	13	121
Total on air	2,717	539	453
Total authorized	2,815	552	574
Applications in hearing	127	3	180
New station requests	201	8	18
New station bids in hearing	69	0	127
Facilities change requests	142	9	38
Total applications pending	823	80	196
Licenses deleted in April	0	1	0
CPs deleted in April	1	0	4

*** Does not include noncommercial educational fm and tv stations.**

† Authorized to operate commercially, but station may not yet be on air.

* * *

Am and Fm Summary through May 11

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,721	2,704	117	211	67
Fm	539	522	30	3	0

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	281	322	603
Noncom. Educational	17	18	35

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	310	106	416
Noncom. Educ. on Air	9	3	12

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	963	337	743	538	1,2829
Noncom. Educ.	58		30	28	58
Total	1,020	337	773	566	1,340

[1] One hundred-forty-one CPs (29 vhf, 112 uhf) have been delcted.

[2] One applicant did not specify channel.

[3] Includes 35 already granted.

[4] Includes 638 already granted.

ACTIONS OF FCC

New Tv Stations . . .

ACTIONS BY FCC

Goodland, Kan.—James E. Blair tr/as Goodland Bcstg. Co. (KWGB), granted vhf ch. 10 (192-198 mc); ERP 204 kw visual, 110 kw aural; antenna height above average terrain 580 ft., above ground 574 ft. Estimated construction cost $286,749, first year operating cost $130,276, revenue $211,580. Post office address: radio station KWGB, Goodland. Studio and transmitter location 17th St. & Broadway, Goodland. Geographic coordinates 39° 20' 10" N. Lat., 101° 42' 35" W. Long. Transmitter and antenna GE. Legal counsel Frank Stollenwerck, Washington. Consulting engineer Russell P. May, Washington. Mr. Blair is sole owner and general manager of KWGB. Granted May 1.

Hattiesburg, Miss.—Dave A. Matison Jr., Harold M. Matison & Milton J. Fine d/b as Lion Tv Co. granted vhf ch. 9 (186-192 mc); ERP 28.2 kw visual, 16.2 kw aural; antenna height above average terrain 490 ft., above ground 537 ft. Estimated construction cost $185,409, first year operating cost $144,000, revenue $168,000. Post office address % Dave A. Matison Jr., Fine Bros.-Matison Co., Hattiesburg. Studio location to be determined. Transmitter location U. S. Hwy 11, approximately 1.2 miles N of Eastabutchie, Miss. Geographic coordinates 31° 27' 12" N. Lat., 89° 17' 05" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Cottone & Scheiner, Washington. Consulting engineer George P. Adair Engineering Co., Washington. Principals include **Dave A. Matison Jr.** (⅓), 28.3% owner WAML Laurel and WABO Waynesboro, Miss.; 50% owner WHXY Bogalusa, La.; WHNY McComb, Miss., and WHSY Hattiesburg; **Harold M. Matison** (⅓), 28.3% owner WAML and WABO, and **Milton J. Fine** (⅓), clothing store owner. Granted May 4.

Existing Tv Stations . . .

ACTIONS BY FCC

KRBB (TV) El Dorado, Ark.—South Arkansas Tv Co. granted mod. of CP for ch. 10 to change ERP to 24 kw visual, 12 kw aural; change studio-transmitter location to 5.3 miles S. of El Dorado along U. S. Hwy. 167; antenna height above average terrain 630 ft. Granted May 3; announced May 10.

WINK-TV Ft. Myers, Fla.—Ft. Myers Bcstg. Corp. granted mod. of CP for ch. 11 to change ERP to 11.7 kw visual, 5.8 kw aural. Granted May 6; announced May 10.

KLFY-TV Lafayette, La.—Camellia Bcstg. Co. granted mod. of CP for ch. 10 to change ERP to 52.5 kw visual, 30.2 kw aural; change studio location to 1301 Oak Ave.; change from share-time with KVOL-TV to fulltime; antenna height above average terrain 440 ft. Granted May 5; announced May 10.

WTOK-TV Meridian, Miss.—Southern Tv Corp. granted mod. of CP for ch. 11 to change ERP to 316 kw visual, 162 kw aural; specify studio location as Southern Bldg. Granted May 2; announced May 10.

KPAR-TV Sweetwater, Tex.—Texas Telecasting Inc. granted mod. of CP for ch. 12 to change ERP to 28.2 kw visual, 14.1 kw aural; antenna height above average terrain 340 ft. Granted May 2; announced May 10.

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233

Lincoln Building • New York 17, N. Y., MU. 7-4242

STATION DELETED

KUSH (TV) San Diego, Calif.—**Elliot L. Cushman.** FCC deleted tv station on ch. 21 at request of permittee. Deleted May 4; announced May 10.

CALL LETTERS ASSIGNED

WTVI (TV) Ft. Pierce, Fla.—**Gene T. Dyer,** ch. 19.

KAKJ (TV) Reno, Nev.—**Nevada Telecasting Corp.,** ch. 4.

WORA-TV Mayaguez, P. R.—**Radio America Corp.,** ch. 5.

WUTV (TV) San Juan, P. R.—**Dept. of Education of P. R.,** reserved ch. 6.

WXEX-TV Petersburg, Va.—**Petersburg Tv Corp.,** ch. 8. Formerly WVAA (TV).

New Am Stations . . .

ACTIONS BY FCC

Jasper, Fla.—**John A. Boling** granted 1450 kc, 250 w unlimited. Post office address GX Box 5791, 5944 Ft. Caroline Rd., Jacksonville, Fla. Estimated construction cost $8,800, first year operating cost $15,600, revenue $24,000. Mr. Boling is 60% stockholder WDUV Jacksonville, Fla., and is former owner of WNER Live Oak, Fla. Granted May 11.

Quitman, Ga.—**Emerson W. Browne & John Franklin Proctor d/b as Brooks County Bcstg. Co.** granted 1490 kc, 250 w daytime. Post office address % Emerson W. Browne, Cocoa, Fla. Estimated construction cost $9,100, first year operating cost $18,000, revenue $36,000. Principals in general partnership include **Emerson W. Browne** (50%), ⅓ owner WKKO Cocoa, Fla., WCLB Camilla, Ga., and applicant for new am station at Kissimmee, Fla., and **John Franklin Proctor** (50%), chief engineer WWGS Tifton, Ga. Granted May 4.

Great Falls, Mont.—**Community Bcstrs.** granted 1450 kc, 250 w unlimited. Post office address % Dan Snyder, Box 1405, Great Falls. Estimated construction cost $27,455, first year operating cost $32,280, revenue $34,500. Principals include Pres.-Gen. Mgr. **Dan Snyder** (26.6%), manager KBMN Bozeman, Mont.; Vice Pres. **Edwin R. Mitchell** (16.6%), general contractor; Vice Pres. **Leo B. Lewis** (23.3%), general contractor; Sec.-Treas. **Herman J. Feiden** (16.6%), florist, and **Esther A. Feiden** (16.6%). Granted May 11.

Edenton, N. C.—**Colonial Bcstg. Co.** granted 1260 kc, 1 kw daytime. Post office address % William E. Johnston, 101 Chamberlain St., Raleigh, N. C. Estimated construction cost $29,422, first year operating cost $22,000, revenue $25,700. Principals include Pres. **Ray A. Childers** (23%), announcer WNAO-AM-FM Raleigh; Vice Pres. **N. A. Dunn III** (27%), service stations owner; Sec.-Treas. **William E. Johnston** (25%), production director WNAO-AM-FM, and **W. D. Ward** (25%) WNAO-AM-FM employee. Granted May 11.

Pendleton, Ore.—**C. H. Fisher & Edna E. Fisher d/b as Pendleton Bcstrs.** granted 1370 kc, 1 kw daytime. Post office address % C. H. Fisher, 3540 N. E. Klickitat St., Portland, Ore. Estimated construction cost $20,950, first year operating cost $30,000, revenue $60,000. Principals in equal partnership include **C. H. Fisher,** owner of KIHR Hood River, and ⅓ owner KVAL-TV Eugene, both Ore., and his wife **Edna E. Fisher.** Mr. & Mrs. Fisher are equal partners in applications for new am stations at The Dalles, and Gresham, both Ore. Granted May 11.

Salem, Va.—**R. B. Helms, Jack T. Helms & Carl J. Hoskins d/b as Southeastern Enterprises** granted 1480 kc, 1 kw daytime. Post office address % R. B. Helms, Harlan, Ky. Estimated construction cost $19,309, first year operating cost $55,000, revenue $65,000. Principals in partnership include Pres. **Carl J. Hoskins** (25%); **R. B. Helms** (50%), 43.7% stockholder Blanfox Radio Co., operator of WHLN Harlan, Ky.; WCPM Cumberland, Ky., and WNVA Norton, Va., and **Jack T. Helms** (25%), 6.2% stockholder Blanfox Radio Co. Principals are permittees of new am station at Cleveland, Tenn. Granted May 4.

APPLICATIONS

West Point, Ga.—**Confederate Radio Co.,** 1570 kc, 1 kw daytime. Post office address Box 427, West Point, Ga. Estimated construction cost $7,796, first year operating cost $20,000, revenue $32,000. Principals include Pres. **Clement J. Murphy Jr.** (45%), former general manager WRLD West Point; Vice Pres. **F. K. Mize** (20%), and Sec.-Treas. **Albert L. Stancel Jr.** (35%), former engineer at WRLD. Filed May 3.

Hazard, Ky.—**Frank L. Jones tr/as Perry County Bcstg. Co.,** 1390 kc, 1 kw daytime. Post office address Whitesburg, Ky. Estimated construction cost $13,535, first year operating cost $35,000, revenue $40,000. Mr. Jones is salesman for WTCW Whitesburg, Ky. Filed May 2.

Newton, Miss.—**E. Glenn Abercrombie tr/as Newton County Bcstg. Service,** 1480 kc, 1 kw daytime. Post office address Albertsville, Ala. Estimated construction cost $17,800, first year operating cost $30,000, revenue $32,500. Mr. Abercrombie is salesman of WAVU Albertsville, Ala., and former 48.6% owner of WCRL Oneonta, Ala. Filed May 2.

Henderson, Nev.—**Thomas Magowan, Frederick V. Jones & James W. Harford d/b as Magowan, Jones & Harford,** 1280 kc, 5 kw daytime. Post office address % Radio Station KONE, Reno, Nev. Estimated construction cost $30,738, first year operating cost $28,000, revenue $60,000. Principals in equal partnership are **Thomas Magowan, Frederick V. Jones** and **James W. Harford,** all owning a ⅓ interest in KONE Reno. Filed May 3.

Olympia, Wash.—**Lloyd C. Hannah & Donald R. Berry d/b as Olympia Radio Co.,** 810 kc, 250 w daytime. Post office address 1999 16th St., Chehalis, Wash. Estimated construction cost $7,200, first year operating cost $30,000, revenue $40,000. Principals in equal partnership include **Lloyd C. Hannah** and **Donald R. Berry,** employees of KELA Centralia, Wash. Filed May 4.

Opportunity, Wash.—**Robert L. Swartz, Arthur R. MacKelvie, Howard G. Olsen d/b as The Voice of Spokane Valley,** 1270 kc, 1 kw daytime. Post office address 3811 E. 9th St., Spokane, Wash. Estimated construction cost $16,241, first year operating cost $35,400, revenue $48,000. Principals in equal partnership include **Robert L. Swartz,** program director KHQ-AM-TV Spokane; **Arthur R. MacKelvie,** announcer at KHQ, and **Howard G. Olsen,** engineer. Filed May 3.

Existing Am Stations . . .

ACTIONS BY FCC

KHUM Eureka, Calif.—**Carroll R. Hauser** granted CP to change from 1240 kc 250 w to 980 kc 500 w night, 5 kw day, directional night. Granted May 4.

WGKA Atlanta, Ga.—**Glenkaren Associates Inc.** granted mod. of CP to change studio-transmitter location to 1140 Peachtree St., Atlanta. Granted May 6; announced May 10.

WTRP La Grange, Ga.—**Chattahoocha Bcstg. Co.** granted mod. of license to change from 500 w to 1 kw on 620 kc daytime. Granted May 11.

KRLC Lewiston, Idaho—**Station KRLC** granted CP to change from 1 kw to 5 kw daytime, using its present 1 kw night on 1350 kc, directional night. Granted May 11.

WGGH Marion, Ill.—**The Marion Bcstg. Co.** granted CP to change from 500 w to 5 kw on 1150 kc daytime, directional. Granted May 11.

WDLC Port Jervis, N. Y.—**Port Jervis Bcstg. Co.** granted CP to change from 100 w to 250 w operating fulltime on 1490 kc and conditioned to acceptance of interference that would result from grant of proposed station on same frequency at Greenwich, Conn., to Greenwich Bcstg. Corp. Granted May 4.

KOLS Pryor, Okla.—**Lakes Area Bcstg. Co.** granted CP to change from 250 w to 1 kw on 1570 kc daytime. Granted May 11.

WTON Staunton, Va.—**Charles P. Blackley** granted CP to change from 1400 kc to 1240 kc, using present 250 w fulltime, conditioned that program tests not be commenced until WCHV Charlottesville, Va., has begun program tests on another frequency. Granted May 11.

WKYR Keyser, W. Va.—**WKYR Inc.** granted CP to change from 1 kw to 5 kw operating on 1270 kc daytime. Granted May 4.

APPLICATIONS

Seaford, Del.—**Elizabeth and W. Courtney Evans** seek mod. of CP to change from 1280 kc 500 w to 1320 kc 1 kw daytime. Filed May 5.

WCCP Savannah, Ga.—**Carter C. Peterson tr/as Dixie Bcstg. Co.** seeks CP for standard satellite station to operate synchronously on 1450 kc 100 w fulltime. Filed May 6.

WKIJ Sparta, Wis.—**Sparta-Tomah Bcstg. Co.** seeks CP to change from 990 kc 250 w to 1290 kc 1 kw. Filed May 4.

New Fm Station . . .

ACTION BY FCC

Norfolk, Va.—**College of William & Mary, Norfolk Div.** granted CP for noncommercial educational fm station on ch. 218 (91.5 mc); ERP 1.45 kw; antenna height above average terrain 96 ft. Granted May 4.

Existing Fm Stations . . .

ACTIONS BY FCC

KTTS-FM Springfield, Mo.—**Independent Bcstg. Co.** granted CP to change ERP to 9.1 kw; change transmitter location to E. Division St. Road, 1 mile E of Springfield; antenna height above average terrain 660 ft. Granted May 4; announced May 10.

WINA-FM Charlottesville, Va.—**Charlottesville Bcstg. Co.** granted mod. of CP to change ERP to 800 w. Granted May 4; announced May 10.

Ownership Changes . . .

ACTIONS BY FCC

WLAY Muscle Shoals, Ala.—**Muscle Shoals Bcstg. Corp.** granted assignment to M. C. Gregory, former station manager of WRDW Augusta, Ga., for $110,000. Mr. Gregory assigns to Gregory Bcstg. Corp., of which he is sole owner. Granted May 6.

KGPH Flagstaff, Ariz.—**The Frontier Bcstg. Co.** granted voluntary assignment of license to Frontier Tv Co. No consideration involved. Granted May 3; announced May 10.

WABR Winter Park, Fla.—**Orange County Bcstrs. Inc.** granted voluntary relinquishment of control by R. H. Gunckel Jr. through sale of 12% interest to Carmen Macri for $600. Messrs. Gunckel and Macri will now each own 40% interest. Granted May 11.

WTOW Towson, Md.—**Suburban Time Mart** granted voluntary assignment of CP to WTOW Inc. for $1 plus any unpaid engineering fees not to exceed $200. Principals include Pres. **John S. Booth** (45%), 50% owner WTVE (TV) Elmira, N. Y., and 33% owner WCHA-AM-FM Chambersburg, Pa.; Vice Pres.-Sec. **Owen J. McReynolds** (10%), vice pres. WOKE Oak Ridge, Tenn., and **Harry J. Daly** (45%), Washington attorney and stockholder of WOKE and WMLV Millville, N. J. Granted May 11.

WEW St. Louis, Mo.—**St. Louis University** granted voluntary assignment to The Barrington Co. for $50,000. Principals include **Aubrey D. Reid** (50.1%), former station manager of KXOK St. Louis, and his wife **Elsie Y. Reid** (49.9%). Granted May 11.

WIRY Plattsburg, N. Y.—**Clinton County Bcstg. Corp.** granted voluntary transfer of control to Joel H. Scheier and his son-in-law Martin L. Schulman through purchase by Mr. Scheier of 10% interest from Armand A. Mancuso for $4,500. Mr. Scheier will now own 43⅓% interest and Mr. Schulman owns about 11⅔%. Granted May 4; announced May 10.

WLFH Little Falls, N. Y.—**M. Robert Feldman & Arthur S. Feldman d/b as Rock City Bcstrs.** granted assignment of license to Walter T. Gaines for $30,000. Mr. Gaines is vice pres.-general manager-6% WCSS Amsterdam, N. Y. Granted May 11.

KAKC Tulsa, Okla.—**Public Radio Corp.** granted voluntary transfer of control to Forrest G. Conley through sale of all stock for $85,000. Mr. Conley is Minister of the Revival Tabernacle Church, Tulsa. Granted May 11.

KPAT Pampa, Tex.—**J. C. Daniels** granted voluntary assignment for $24,000 to equal partnership of **R. O. Parker,** 51% owner of KPET Lamesa, Tex.; **Bob Bradbury,** general manager of KPET, and **W. J. Beckham,** 12% owner of KPET. Granted May 11.

WHWB Rutland, Vt.—**Central Vt. Bcstg. Corp.** granted voluntary transfer of control through sale of approximately 86% interest for $15,000. Principals will now include Pres. **John J. Carusone** (29.1%), attorney; Vice Pres. **Charles I.**

Bates (13.1%); Sec. **Louis M. Carusone** (28.8%), attorney, and Treas. **John H. Bennett** (28.8%), sales manager of WHWB. Granted May 11.

APPLICATIONS

WCNU Crestview, Fla.—H. French Brown & Virginia M. O'Neal, administratrix of estate of D. Grady O'Neal, deceased, d/b as Gulf Shores Bcstg. Co. seek voluntary assignment to Virginia M. O'Neal, administratrix d/b as Gulf Shores Bcstg. Co. through purchase of remaining ½ interest from H. French Brown from $30,000. Filed May 4.

WBRD Ft. Lauderdale, Fla.—Broward Bcstg. Co. seeks voluntary assignment to Missouri Bcstg. Corp. through 15 year lease at $4,800 per year. Missouri Bcstg. Corp., owned by L. A. Benson, is operator of WIC-AM-TV St. Louis, Mo. Filed May 6.

WDVH Gainesville, Fla.; WMGR Bainbridge, Ga.—Thomas R. Hanssen, John A. Dowdy, Charles W. Dowdy & Winnie S. Vaughn d/b as The Decatur Bcstg. Co. seek voluntary assignment to Thomas R. Hanssen, John A. Dowdy and Winnie S. Vaughn d/b as Decatur Bcstg. Co. through purchase of 25% interest of Charles W. Dowdy for $30,000. Remaining partners will now own ⅓ interest. Filed May 3.

KWWL-AM-TV Waterloo, Iowa—Black Hawk Bcstg. Co. seeks voluntary relinquishment of negative control by R. J. McElroy through issuance of stock in 1953. Mr. McElroy will now own 47% interest. Filed May 4.

KWPC-AM-FM Muscatine, Iowa—Charles A. Henderson, George J. Volger & Thelma M. Volger d/b as Muscatine Bcstg. Co. seek voluntary assignment to George J. Volger and Thelma M. Volger d/b as Muscatine Bcstg. Co. through purchase of 0.5% interest of Charles A. Henderson. Filed May 4.

WSIP Paintsville, Ky.—Ted Arnold Silvert & Escom Chandler d/b as Big Sandy Bcstg. Co. seek voluntary assignment to Ted Arnold Silvert tr/as Big Sandy Bcstg. Co. through purchase of 50% interest from Escom Chandler for $13,000. Mr. Silvert, stockholder of WSFC Somerset, Ky., will now be sole owner. Filed May 3.

WHIR Danville, Ky.—Commonwealth Bcstg. Corp. seeks voluntary transfer of control to W. T. Isaac and David B. Highbaugh through purchase by corporation of 38.2% interest of James D. Russell. Filed May 5.

WLBJ-AM-FM Bowling Green, Ky.—The Bowling Green Bcstg. Co. seeks involuntary transfer of control to Mrs. Mary Tapp Jenkins, executrix of the estate of L. B. Jenkins (57.3%), deceased. Filed May 3.

WPKE Pikeville, Ky.—East Ky. Bcstg. Corp. seeks voluntary transfer of control to Jack L. Hatcher through purchase of 92.2% interest for approximately $15,000. Mr. Hatcher, president of Coca-Cola Bottling Co., will now own 96.8%. Filed May 5.

KSIG Crowley, La.—Alex B. Craig & Morgan J. Craig d/b as Craig Bcstg. Co. seek voluntary assignment to KSIG Bcstg. Co. for $65,000. Principals include Pres. **Hirsch H. Scholl** (12.1%), bag manufacturer; Vice Pres. **Jacob Brandt** (12.1%), retail furniture; Treas. **Edmund M. Riggie** (12.1%), attorney; Sec. **Louis Basso** (12.1%), announcer KSIG, and 7 others. Filed May 5.

WOXF Oxford, N. C.—Oxford Bcstg. Corp. seeks voluntary transfer of control to Atlas N. Critcher and 5 others through sale of all stock for $42,000. Principals include **Atlas N. Critcher** (55%), Ledger Pub. Co., newspaper; **M. Critcher** (5%); **Francis R. Critcher** (5%); **James F. Flanagan** (12.5%), general manager WOXF; **Helen C. Flanagan** (10%), and **T. Johnson** (12.5%). Filed May 4.

WGCD Chester, S. C.—Alex B. Craig & Morgan J. Craig d/b as Craig Bcstg. Co. seek voluntary assignment to The Dispatch Pub. Co. for $37,250. Principals include **C. V. Sink** (10%); **Fred O. Sink Jr.** (6.5%); **Joseph Sink** (9.6%); **Mrs. Fred O. Sink** (50.3%), and **Mrs. J. David Sink** (23.2%). Filed May 6.

WMYB Myrtle Beach, S. C.—Coastal Carolina Bcstg. Corp. seeks voluntary transfer of control to James Olin Tice Jr., through purchase of ⅓ interest from Hugh E. Holder for $18,000. Filed May 5.

WDXB Chattanooga, Tenn.—WDXB Inc. seeks voluntary transfer of control from Joseph Bloom and David Cohen to Joseph Bloom and David Cohen as trustees. Filed May 4.

KGNC-TV Amarillo, Tex.—Globe-News Pub. Co. seeks voluntary transfer of control to Ray A. Snead Jr., J. F. Thurman & Virginia R. Early, trustees of Ed Fagg Trusts, and Panhandle Pub. Co. (Whittenburg family) through purchase of 64,375 additional shares of stock for $3.8 million. Also involved is control of KGNC Amarillo and KFYO Lubbock, Tex. Filed May 6.

KGNC Amarillo, KFYO Lubbock, Tex.—Plains Radio Bcstg. Co. seeks voluntary transfer of control of Globe-News Pub. Co., majority stockholder to Ray A. Snead Jr., J. F. Thurman and Virginia R. Early, trustees of Ed Fagg Trusts, and Panhandle Publishing Co. (Whittenburg family), through purchase of 64,375 additional shares of stock for $3.8 million. Also involved is control of KGNC-TV. Filed May 6.

WROV-AM-FM Roanoke, Va.—Radio Roanoke Inc. seeks assignment to WROV Bcstrs., for $45,000. Principals include **Burton Levine** (40%), former station manager WCAN-TV Milwaukee; **Joseph Goodman** (30%), former WPWA Chester, Pa., engineer; **Nidra** and **Leon Levine** (20%), and **Cy Blumenthal** (10%), owner of WCMS Norfolk, and stockholder of WARL Arlington, Va. Filed May 4.

WLSD Big Stone Gap, Va.—W. H. Wren Jr., Jean B. Wren & Bradley G. Wren and L. M. Downs, executors of the estate of William H. Wren Sr., deceased, d/b as Gap Bcstg. Co. seeks voluntary assignment to W. H. Wren Jr. and Jean B. Wren d/b as Gap Bcstg. Co., through purchase of 20% interest from estate of W. H. Wren Sr. for $5,000. W. H. Wren Jr. and Jean B. Wren now will each own 50% interest. Filed May 2.

WLSD Big Stone Gap, Va.—William H. Wren Sr., William H. Wren Jr., and Jean B. Wren d/b as Gap Bcstg. Co. seek involuntary assignment to W. H. Wren Jr., Jean B. Wren and Bradley G. Wren & L. McCarthy Downs, executors of the estate of William H. Wren Sr. (20%), deceased. Filed May 2.

KGLM Chehalis, Wash.—Mid-State Bcstg. Co. seeks voluntary transfer of control to Donald F. Whitman, Harold C. Singleton and Centralia Printing Co., through sale of all stock for $30,000. Principals include **Donald F. Whitman** (60%), part owner of restaurant and applicant for new am station at Olympia, Wash.; **Harold C. Singleton** (15%), owner of KRTV Hillsboro, Ore., 52% owner KTEL Walla Walla, Wash., and 9.9% owner KGAL Lebanon, Ore., and **Centralia Pub. Co.** (25%). Filed May 2.

KENE Toppenish, Wash.—Radio Bcstrs. Inc. seeks voluntary transfer of control to **Paul A. Schumacker** (25%), former minority stockholder KAYE Puyallup, Wash.; **Erma H. Schumacker** (25%); **John R. Woodroofe** (25%), telephone company employe, and **Dorothy W. Woodroofe** (25%). Filed May 6.

WTKM Hartford, Wis.—The Kettle-Moraine Bcstg. Co. seeks voluntary acquisition of control by Walter G. Zastrow through purchase by corporation of 22½% interest of Leo M. Durnil for $1,000. Mr. Zastrow, former 45% owner, will now own 58%. Filed May 4.

Hearing Cases . . .

INITIAL DECISION

Wilmington, N. C.—New am, 1230 kc. FCC hearing examiner Hugh B. Hutchison issued initial decision looking toward granting the applications of Charles M. Morgan, tr/as Port Bcstg. Co., for new am station on 1230 kc, 250 w, unlimited time, in Wilmington, N. C., and Citizens Bcstg. Co., for construction permit to increase power from 100 w to 250 w, operating unlimited time on 1230 kc. Action May 11.

OTHER ACTIONS

FM Allocations—FCC by order, the Commission amended the Revised Tentative Allocation Plan for Class B fm stations, effective immediately, and exchanged ch. 281 for ch. 284 at Jackson, Tenn., and deleted ch. 282 from Memphis, Tenn. Action May 11.

Kendallville, Ind.—Noble-DeKalb Bcstg. Co. FCC designated for hearing application (BP-9605) for new am station to operate on 1570 kc, 250 w, daytime only; made WPTW Piqua, Ohio party to the proceeding. Action May 11.

WBUF-TV Buffalo, N. Y.—FCC by Menorandum Opinion and Order, denied petition of WBUF-TV Inc., permittee of ch. 17 at Buffalo, N. Y., filed Oct. 29 and amended Nov. 3, 1954, requesting the institution of rule making to assign a fourth vhf channel to Buffalo-Niagara Falls, N. Y. Necessary concurrence with Canada could not be reached. Comr. Hennock absent. Action May 4.

Rule Change—Keeping of Records. FCC adopted Report and Order amending Parts 3 and 4 of its rules, effective immediately, establishing periods for keeping various records by broadcast stations. Existing rules require program and operating logs of broadcast stations to be retained for period of two years, with certain exceptions. The amendments extend this two-year retention period to other records which must be maintained by broadcast stations under the rules. These embrace results of performance measurements, time and results of auxiliary transmitter tests, requests for time by political candidates, and logs of auxiliary and experimental broadcast stations. Action May 11.

Tv Allocation—FCC by Report and Order, pursuant to rule making proposal of Mar. 23, shifted tv ch. 3 from Montpelier to Burlington, Vt., and modified outstanding authorization of WMVT (TV) to specify operation on ch. 3 at Burlington instead of Montpelier; effective immediately. Action May 11.

Tv Assignment—FCC invites comments by June 4 to proposed rule making on petition filed Dec. 31, 1954 by E. Anthony & Sons Inc., New Bedford, Mass., to amend table of assignments so as to assign ch. 6 to Nashaquitsa, Mass., as "drop in." Comr. Hennock not voting. Action May 4.

Tv Assignment—On petition of Bi-States Co., permittee of KHOL-TV ch. 13 at Kearney, Neb., filed Feb. 21, the Commission invites comments by June 15 to proposed rule making to amend table of tv assignments so as to assign ch. 6 to Hayes Center, Neb., not presently listed in the table. Comr. Hennock dissented. Action May 11.

Routine Roundup . . .

May 6 Applications

ACCEPTED FOR FILING

License for CP

WEBK Tampa, Fla., E. P. Martin, Alpha Martin and Elmo B. Kitts d/b as Hillsboro Bcstg. Co.—License to cover CP (BP-7892) which authorized change frequency and install directional antenna (DA-D) (BL-5711).

WMRI Marion, Ind., Chronicle Pub. Co.—License to cover CP (BP-9323) as mod., which authorized new standard broadcast station (BL-5712).

WSUH Oxford, Miss., E. O. Roden, W. I. Dove and G. A. Pribbenow d/b as Ole Miss. Bcstg. Co.—License to cover CP (BP-9568) which authorized new standard broadcast station (BL-5709).

WPDM Potsdam, N. Y., St. Lawrence Radio Inc.—License to cover CP (BP-9811) as reinstated and mod., which authorized new standard broadcast station (BL-5708).

WHVH Henderson, N. C., Howard V. Harrell, tr/as Vance County Bcstg. Co.—License to cover CP (BP-9353) which authorized new standard broadcast station (BL-5707).

WBMC McMinnville, Tenn., Cumberland Valley Bcstg. Co.—License to cover CP (BP-9445) as mod., which authorized new standard broadcast station (BL-5710).

Renewal of License

KBLO Hot Springs, Ark., National Park Bcstg. Co.—(BR-2913).

(Continued on page 150)

All of Our Offices Will be Represented
at The NARTB Convention
SHERATON-PARK HOTEL
Suite 374
Appraisals • Negotiations • Financing
BLACKBURN - HAMILTON COMPANY
RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn Clifford Marshall	Ray V. Hamilton Phil Jackson	William T. Stubblefield
Washington Bldg. Sterling 3-4341-2	Tribune Tower Delaware 7-2755-6	111 Sutter St. Exbrook 2-5671-2

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
1735 De Sales St., N. W. ME. 8-5411
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 4-2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg. STerling 3-8111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCCE

FRANK H. McINTOSH
CONSULTING RADIO ENGINEER
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 8-4477
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
Member AFCCE

WELDON & CARR
Consulting
Radio & Television
Engineers
Washington 6, D. C. Dallas, Texas
1001 Conn. Ave. 4212 S. Buckner Blvd.
Member AFCCE

PAGE, CREUTZ, GARRISON & WALDSCHMITT
CONSULTING ENGINEERS
710 14th St., N. W. Executive 3-5670
Washington 5, D. C.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 AR. 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffat—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W. EX 3-8073
WASHINGTON 5, D. C.

GEO. P. ADAIR ENG. CO.
Consulting Engineers
Radio-Television
Communications-Electronics
1610 Eye St., N.W., Washington 6, D. C.
Executive 3-1230 Executive 3-5851

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone 6-2924
Member AFCCE

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
821 MARKET STREET
SAN FRANCISCO 3, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

CARL E. SMITH
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
HEnderson 2-3177
Member AFCCE

J. G. ROUNTREE, JR.
4515 Prentice Street
EMerson 3266
Dallas 6, Texas

VIR N. JAMES
SPECIALTY
Directional Antenna Proofs
Mountain and Plain Terrain
3955 S. Broadway Sunset 9-9182
Denver, Colorado

JOHN H. BATTISON
CONSULTING RADIO & TELEVISION ENGINEER
technical advisory service for TV film and production problems
4515 Saul Rd., Kensington, Md.
Olympic 7-9593

Member AFCCE

SERVICE DIRECTORY

COMMERCIAL RADIO MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT SERVICE FOR FM & TV
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

CAPITOL RADIO ENGINEERING INSTITUTE
Accredited Technical Institute Curricula
3224 16th St., N.W., Wash. 10, D. C.
Practical Broadcast, TV, Electronics engineering home study and residence courses. Write For Free Catalog, specify course.

COLLECTORS-ADJUSTORS
For the Industry
Collections Coast to Coast
TV—Radio—Film and Media
Accounts Receivable
No Collection—No Commissions
STANDARD ACTUARIAL WARRANTY CO.
220 West 42nd St., N. Y. 36, N. Y.
LO 5-5990

TO ADVERTISE IN THE
SERVICE DIRECTORY
Contact
BROADCASTING • TELECASTING
1735 DESALES ST., N.W., WASH. 6, D. C.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Sales manager—Pacific Northwest. Need imagination, versatility, civic mindedness. Opportunity buy part of station, share profits, future station manager. Small market with competition. Good salary, commission, fishing. Box 350A, B•T.

Salesmen

Wanted: Man or woman salesman. $50 a week, plus 25% commission. Box 176A, B•T.

Major market southeast network top power and Hooper rated station seeks a salesman or local sales manager of proven quality, ability and experience. I'll substantiate with bonafide figures an income potential of $15,000 a year upward if you substantiate your high calfbre and experience rating to deserve ocnsideration for this amazing opportunity. It's a once in a life time opening. Contact me through Box 423A, Broadcasting • Telecasting headquarters, Shoreham Hotel, during the NARTB convention. I'll then contact you and we'll exchange mutual confidences.

We need top salesman. Excellent future for good producer. KASI, Ames, Iowa.

Immediate opening radio time salesman with or without first phone ticket. Guarantee $380.00 monthly and commission. Send experience and photo. KCHJ, P. O. Box 262, Delano, California.

Salesman competent, experienced sell radio in highly competitive market. Compensation based on guarantee plus commission depending upon ability. Pleasant college town, 5 kw CBS affiliate. Picture, complete business and personal history first letter to Manager, WCAX, Burlington, Vermont.

Deep south, progressive, fulltime independent serving excellent Mississippi delta area. Need conscientious salesman. Send resume to Bruce Gresham, WCLD, Cleveland, Mississippi.

Experienced salesman. Salary plus commission. List experience, references, requirements, photo. WMTE, Manistee, Michigan.

Announcers

Wanted dependable, married, night duty experienced, staff announcer. ABC Network. Texas. Send resume. Box 318A, B•T.

RADIO

Help Wanted—(Cont'd)

DJ for midnight-6 a.m., qualified, high calibre only. Complete charge of show, board, remote. Base plus talent and commission, must sell own show. Current income $70, can reach $100. Box 451A, B•T.

Announcer at least two years experience for eastern station. Must be cooperative and willing to follow station policy. Excellent working conditions. Vacations and 6 paid holidays. $70.00. Box 469A, B•T.

3 experienced announcers, network station in large city near New Orleans. Permanent to right persons. Box 475A, B•T.

2 experienced announcers with first phone. Must be good. Network station, large city, south Louisiana. Box 476A, B•T.

Genuine American Indian disc jockey, permanent position as radio and television personality. Box 501A, B•T.

Production-minded announcer. Air salesman. Must have infectious personality, and be able to sell merchandise over the air and sell himself audience-wise. This is a good job in a good small community. Independent station. KOEL, Oelwein, Iowa.

Immediate opening for staff announcer. Excellent working conditions. Good pay. Contact Fred Kincaid at KPLT, Paris, Texas.

Need good announcer-copywriter immediately. Good working conditions, good pay. Send tape, photo and sample copy first letter. Paul E. Reid, WCEH, Hawkinsville, Georgia.

WCRB needs combination announcer-engineer with first class ticket. Familiarity with concert music desirable. Experience secondary to ability. Contact Program Director, Waltham 5-7080, Waltham, Mass.

Exceptional opportunity for capable, experienced news and sports man. Emphasis on sports. Must be top-notch play-by-play. Full details first letter. WHFB, Benton Harbor, Michigan.

Need staff announcer immediately. Experience essential. Car necessary. Regular wage increases. Overtime pay. Permanency. Apply by telephone directly to Manager, WLSH, Lansford, Pa.

Get Your FCC OPERATOR LICENSE Quickly!

Qualify for a first class license in 8 weeks.

We are specialists in preparing you, in a minimum of time, to pass FCC examinations. Beginners get 1st class license in 8 weeks. Our intensive, personalized instruction is offered either in residence or by correspondence.

New Residence Classes Begin

in WASHINGTON, D. C.	in HOLLYWOOD, CALIF.
May 23 (3 nights a week)	June 6 (3 nights a week)
June 13 (5 days a week)	July 11 (5 days a week)
Sept. 24 (5 days a week)	Oct. 3 (3 nights a week)
Oct. 13 (3 nights a week)	Oct. 10 (5 days a week)

— You may begin our correspondence course at any time —

Years of successful operation—Hundreds of employed graduates. Our guarantee protects your investment. Write for FREE DETAILS.

GRANTHAM School of Electronics, Dept. 1-R

737 11th Street, N.W.
Washington 1, D. C.
Phone: STerling 3-3614

OR

6064 Hollywood Blvd.
Hollywood 28, Calif.
Phone: HOllywood 2-1411

RADIO

Help Wanted—(Cont'd)

Capable announcer with first phone, $75.00 per week. Send tape, photo, resume to WSAL, Logansport, Indiana.

Technical

Engineer—1st phone—chief's job if you're capable. Permanent—give all details. Box 392A, B•T.

Wanted: Engineer with first class license; 1 kw network affiliate, New York State. Box 443A, B•T.

Engineer-announcer for southern California independent; must have good voice but emphasis on technical. Ours is a pleasant community, centrally situated, one hour's drive from beaches, mountains, desert, metropolis (Los Angeles). Station is well equipped, stable, affiliated with daily newspaper. Write of experience, availability, salary requirements. Robert Walker, KOCS, P. O. Box 593, Ontario, California.

Combo-man, first phone, must be capable maintenance man and have experience announcing. Progressive daytime station, nice community, favorable working conditions. Contact WAAG, Adel, Georgia.

Engineer with experience in complete small station maintenance, remote control operation. No transmitter trick. Strictly maintenance, remotes, construction, etc. $75.00 per week. Send information on experience, recent photo. Personal interview will be necessary before final selection. C. Leslie Golliday, WEPM, Martinsburg, West Virginia.

WUSJ, Lockport, N. Y., has immediate opening for first ticket engineer. Transmitter, console, no announcing. $55 start with overtime. Contact Joseph Pinna, Manager.

Production-Programming, Others

Learn news—assistant to news director wanted. Make calls, rewrite, staff. Qualifications: Good voice; command of English; confidence you could learn to edit and write. Midwest. $60 to start. Box 990G, B•T.

Administrative assistant for position of responsibility and supervision. Thorough knowledge of tv station programming, acquired in traffic or other program department job essential. Typing, shorthand preferred. Slendid opportunity for right woman interested in broadcasting as career. No tv production work or opportunity for same. Position is in Washington, D. C. State qualifications, salary. All responses held in strictest confidence. Box 454A, B•T.

Situations Wanted

Managerial

Midwest—Wisconsin preferred. Now managing southern station—desire return north. Capable in sales, programming, supervision. Present employers recommend. Box 971G, B•T.

Experienced radio manager . . . veteran . . . management or sales . . . capable . . . aggressive . . . reliable . . . television experience. Box 455A, B•T.

Mr. Owner: Need energetic, creative, personable, experienced young man to head or assist your operation? Outstanding experience large and small radio and tv operations all positions. Unusual circumstances make me available. May we discuss now or at NARTB. Box 470A, B•T.

Assistant manager, 33—revenue producer, able administrator. Strong sales, programming background. Eleven years radio, married. Box 474A, B•T.

Experienced program director, P. C. C. sportscaster, top newscaster, writer, administrator. Presently program director, 5000 watt west coast station. I believe in radio and like the west. Ready now for bigger future. Box 480A, B•T.

Manager available June 1st. Hard worker who learned every phase of radio by actual experience. Can manage, sell, program, and announce. Clean habits, civic-minded, family, age 31. Prefer good incentive arrangement to straight salary. Southeast. Box 499A, B•T.

Salesmen

Florida: Need addition to your sales and/or program team? Ten years radio as salesman, program director, announcer. Married, dependable, permanent. Box 460A, B•T.

Commercial manager—morning personality desires good connection in small or medium southeastern market. Excellent sales record, sober family man. Box 500A, B•T.

Experienced salesman, best references, Minnesota preferred. Maurice Dixon, 4140 Bryant Avenue South, Minneapolis, Minnesota.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer: 5 years, strong all phases. Reduced staff necessitates position. Excellent references. State salary. Tape, photo available. Also, board. Box 321A, B•T.

Superior, experienced announcer available. Good salary, working conditions required. Family. Box 326A, B•T.

Good news, commercial, excellent DJ. Knows music from Bach to bop. Box 360A, B•T.

Sportscaster—DJ. Experienced baseball, football, baseketball play-by-play. Maintain complete sports file. Former sportswriter. Informal disc shows. Vet, married, third phone, B.A. degree. Radio school grad. Employed. Tape, resume if desired. Box 373A, B•T.

Excellent announcer . . . nine years experience. First phone . . . employed. Wants Florida. Box 376A, B•T.

Experienced announcer, employed—seeks training for manager. Family, college, auto, programming, sales, sports, and staff. Seek southern market. Tape, references. Box 378A, B•T.

Experienced staffer, eastern major market indie, desires staff spot, preferably with net affiliate. Box 387A, B•T.

Personable young staff announcer. Experience limited, copious knowledge music, sports. Sober, dependable. Box 418A, B•T.

Country and gospel music DJ available. **Experienced.** First phone. Southeast preferred, but not necessary. Box 421A, B•T.

Seven years' experience announcing, writing. Seek opportunity in programming, sports, deejay. Box 438A, B•T.

Announcer, radio, stage experience, wishes permanent position, chance for sales. Box 440A, B•T.

Experienced staff announcer. Veteran. Single. Know board. Travel anywhere. Industrious. Box 441A, B•T.

Announcer; 5 years experience. All phases. Good voice. College graduate. Prefer city, anywhere. Box 446A, B•T.

Announcer: Play-by-play and personality DJ. 5 years experience. Radio and tv. College grad. Box 447A, B•T.

Announcer in late twenties with eight years experience wants position with good station in good market. Box 453A, B•T.

Announcer, light experience, commercial voice, good DJ, sports, news, board, tape. Box 456A, B•T.

Announcer—authoritative news. Good commercials, DJ, 25, vet, tape, resume. Box 457A, B•T.

Top DJ with outstanding record wants crack at major market. Ranks first locally and in five out-of-town markets served by NE indie. Five figure income. Proud of present employer and position. Box 459A, B•T.

Personality announcer capable of handling emcee, deejay chores for radio and television. Young aggressive, experienced. Single and draft exempt. Extreme knowledge of pop music, personalities. Personal collection. College education. Box 464A, B•T.

Announcer—salesman—copywriter. Seven years am experience wishes to re-locate Colorado or Minnesota. Highest references. Family man. Box 467A, B•T.

Announcer—news, sporstcaster. School graduate. 1st phone. Married vet. Prefer western states. Box 472A, B•T.

Staff announcer, news, sports, DJ, commercials, control board, third ticket. Married, veteran, will travel. Tape, resume on request. Box 478A, B•T.

Want permanent position with advancement, vet, single, young, will travel. Excellent references, light experience, will tackle any situation. Heavy DJ, good news, commercials. Wire or write. Box 483A, B•T.

High-class, top-flight announcer available for summer replacement June 9. Dependable assume responsibilities. Five years radio and tv. Best DJ, solid news, selling commercials, all phases. 24, vet, college, deep voice. Minimum $350. Box 484A, B•T.

Staff announcer, single, 22, vet, well versed. Strong news, DJ, commercials, mature modest attitude, will relocate, tape, photo, resume. Box 485A, B•T.

Announcer. DJ, recent graduate, hard worker, seeking opportunity prove myself—asset—your station. Tape, resume. Box 486A, B•T.

RADIO

Situations Wanted—(Cont'd)

Experienced staffer. Deejay, special events. Now available. Consider all. Tape. Box 487A, B•T.

Announcer, copywriter, some experience, plenty of talent, tape, resume on request. Box 488A, B•T.

Announcer—Cambridge School broadcasting graduate, well versed all phases, heavy sports, control board, 3rd class restricted ticket, single, vet, free to relocate, tape and resume upon request. Box 489A, B•T.

Have great potential, excellent commercials, strong news, several years selling, experience, travel anywhere, married, dependable, recent grad, desires small station, tape, resume. Box 490A, B•T.

Staff announcer, married, all phases, recent broadcasting school grad. Prefer small station, will travel. Box 491A, B•T.

Top-rated music and newsman. Strong commercial delivery. Desire permanency. Employed, 4½ years, B.A. degree. Married. Draft exempt. 26. Tape-resume. Box 498A, B•T.

DJ, live voice, versatile, sports, play-by-play, 28, married, vet, two years experience, reliable. Pete Franklin, 73 Propp Avenue, Franklin Square, L. I., New York. Floral Park 2-6268.

Experienced conscientious announcer, 24, married, college graduate. Prefer midwest, west. David Hall, 4201 Massachusetts Avenue, N. W., Washington, D. C. Give complete details.

Announcer: Authoritative news, friendly commercials, deejay, play-by-play, married, vet, college, Mike Lepre, 760 William Street, Harrison, New Jersey.

Announcer—control board, staff personality—news, sports, commercials, smooth platter speciality—experienced, hard worker, single travel anywhere, tape, resume, references. Reno Martin, 111 Orchard Street, Mount Vernon, N. Y.

Announcer just out of Temple University. One year experience. Immediate availability. Write Ed Masters, 1455 Bradley Ave., Camden 3, New Jersey.

Small stations—eastern coast announcer, copywriter prefers commercials, news. James L. Moran, 1061 Mayfair Road, Union, New Jersey.

Announcer — upper midwest — 1½ years experience, news, smooth commercials. Numerous dialects used in clever DJ show. Charles Olson, 2624 Lyndale South, Minneapolis.

Announcer, sportscaster, DJ. 6 years experience radio and tv. Available. Contact Ted Work, 2700 Connecticut Avenue, N.W., Washington, D. C. Phone: Columbia 5-8105.

Sports play-by-play my selling point. Can do good staff job too. Presently employed, contact Mike Wynn, Box 701, Logan, West Virginia. Phone 254.

1st phone, versatile, well trained, university graduate. Tom Yamanaka, 7871 Ethel Avenue, North Hollywood, California.

Staff announcer, good on news and morning show. Dick Young, 737 11th Street, N.W., Washington, D. C.

Announcer. Some experience, will auto travel radius 250 miles for audition from central New Jersey. Metuchen 6-0916W.

RADIO

Situations Wanted—(Cont'd)

Trained announcers, writers, directors of woman's programs, publicity and traffic, disc jockeys, producers, sports, newsmen. National Academy of Broadcasting, 3338 16th Street, N.W., Washington, D. C.

Technical

First phone, 4 years am, 27, single, car, prefer midwest. Will consider interim summer employment. Box 442A, B•T.

15 years broadcast engineering experience. Construction, measurements, maintenance. Prefer midwest. Non-union. Two weeks notice. Box 444A, B•T.

Chief engineer-announcer. Fifteen years experience, construction, maintenance, directional, am and fm. Tape and references available. Box 445A, B•T.

Engineer—experience, mature, married—desires to relocate as chief. Prefer daytimer south or southwest. Other propositions considered. Available reasonable notice. No announcing. Box 463A, B•T.

First phone, college B.A., 4 years experience including directional am, fm, 100kw vhf tv, recording, remotes, maintenance. Capable engineer, willing to assume responsibility. No announcing. Box 473A, B•T.

First class engineer seeking position "to grow in." Graduate RCA Institute and Pierce School of Radio and Television. 2½ years technical training. Age 27, draft exempt, married—no children, willing to relocate. Available immediately. Box 479A, B•T.

First phone—4½ years experience am-fm-tv. Immediately available, no announcing. Clarence Bayer, 1038 Front, Binghamton, N. Y.

Engineer, first phone, wants position midwest or southwest. Eighteen months broadcasting, six years other radio work. No announcing. Have car. Hatzell, Box 173, High Island, Texas.

Production-Programming, Others

I like money, but, salary secondary to position as local newsman with strong station in friendly community. Limited experience as leg-man. 6½ years announcing experience. Offer recommendations, tape and newscopy samples. Box 388A, B•T.

Program director—accustomed to delivering audience-building programs on limited budget. Seven years experience, all phases radio. West Coast. Box 449A, B•T.

Stop: Experienced tv and radio. Married—veteran. Young—aggressive. Production possibilities. References. Box 477A, B•T.

Advertising and promotion man. Capable one man department or assistant large operation. Experienced all phases radio and tv sales and audience promotion. Now employed. Will relocate. References. Married. Box 493A, B•T.

MEET YOUR MAN
DURING THE
NARTB CONVENTION

Many employers and those seeking positions will become acquainted at our offices while attending the convention in Washington. Convenient office hours have been arranged. Please confirm appointments by telephone.

NARTB CONVENTION OFFICE HOURS

Sunday, May 22d: Noon to 6 P.M.

Monday 23d through Friday 27th: 8 A.M. to 8 P.M.

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.

708 Bond Bldg. NAtional 8-2173 Washington, D. C.

RADIO

Situations Wanted—(Cont'd)

News editor: ex-foreign correspondent. Network and local experience in news, copy, sales. Available now. Guarantee to be worth more than minimum starting salary of $100 week. Jim Josserand, 2015-O½, Galveston, Texas.

Girl Friday. 12 years experience all phases of radio. Held last position 7½ years as program, continuity, traffic and woman's director. References. 565 Osage Street, Spartanburg, S. C.

TELEVISION

Help Wanted

Salesmen

Sales—outstanding opportunity for salesmen and sales manager KSAN-TV, growing station, ideal market, San Francisco. Send complete experience and qualifications first letter to Norwood J. Patterson.

Announcers

Experienced announcers, copywriters, technical directors needed. Vhf channel. Send references, audition, pictures, available and salary. Box 466A, B•T.

Top announcer personalities with proven air salesmanship ability for Channel 2. NBC, WUSN-TV, Charleston, South Carolina.

Need young men with or without radio experience. Send complete information to Smullin tv, Box 1189, Medford, Oregon or Box 1021, Eureka, California.

Technical

Experienced, licensed tv engineer for studio and transmitter. Central Texas. Box 435A, B•T.

Production-Programming, Others

Outstanding vhf station in southeast needs a smart promotion director. Must have experience in broadcast field, writing ability, knowledge of research, merchandising, preparation of newspaper ads. This job entails sales, market and program promotion. Write giving full details on training and experience and send small photo. Box 412A, B•T.

Outstanding opportunity for experienced director both station and sports, strong emphasis on baseball. KSAN-TV, San Francisco, California.

Situations Wanted

Managerial

Experienced general manager or sales manager available immediately. Strong in sales, budgeting and management. Now situated in middle west. Will submit resume, photo, excellent network, national and local references. Box 494A, B•T.

Salesmen

Wanted: Television sales job draw against commissions, family man, dependable, hardworking. Excellent am sales and management record. Presently managing radio. Nine years experience. Best references. Box 461A, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Experienced tv salesman currently employed as such, desires change . . . prefer far west. Married, child. Box 504A, B•T.

Announcers

Highly professional DJ, news, special events announcer available to quality operation. Tape, picture on assurance of proper handling and return—$150 per week minimum guarantee. Professional; family man for professional operation only. Box 192A, B•T.

Technical

Experienced am-tv, 2½ years tv chief directional am seven years. Family man. Midwest to west. Box 383A, B•T.

First class licensed man, 8 years broadcasting experience, including directional antennas, fm, vhf and uhf television; desires career opportunity. Box 481A, B•T.

Production-Programming, Others

Girl with a "noodle"—attractive—college grad M.A.—experienced in film industry—desires career in tv field—promotion-research-writing, contact work—extremely versatile and adaptable—can assume responsibility (all office skills). Box 448A, B•T.

Experienced newsman—25, 3 years experience major New York network, radio and tv, tape, film editing, seeks position as news editor-announcer. Will relocate. Box 452A, B•T.

Experienced program director—economy-minded executive with proven record in competitive tv market. 12-year background radio, tv. Efficient, practical, respected individual who knows tv from long experience. Available immediately. Prefer midwest. Box 468A, B•T.

News editor. Nine years experience, newspaper, radio, and television. Seeks larger market—greater opportunity. Experienced in all phases, reporting, editing, and presentation. Special events know-how. Available August 7th. Box 471A, B•T.

Advertising and promotion man. Capable one man department or assistant large operation. Experienced all phases radio and tv sales and audience promotion. Now employed. Will relocate. References. Married. Box 493A, B•T.

Available. Tv and motion picture veteran of 15 years' standing, experienced as director of publicity and promotion for major market tv station, motion picture salesman and distributor with national film company, and Tv magazine editor. Capable writer, knows video production via station and independent operations in field. Contact either through Box 496A, B•T, or call at JU 5-3629 while you are in Washington for the NARTB Convention.

Producer-director, 3 years major market experience. Excellent references. Prefer east. Box 503A, B•T.

BROADCAST MANAGEMENT EXECUTIVE

Nine years of TV results in major market as general manager, station construction supervisor, management consultant, *Ten years* of AM experience, age 42. Best references. Personal record and character await your inspection. Interview at your convenience or at NARTB Convention in Washington, May 22-26.

Box 411A, B•T

TELEVISION

Situations Wanted—(Cont'd)

Newscaster, 15-years experience; personable, authoritative. Highest ratings in competitive midwest market, each newscast has quality sponsorship. Award winner; Excellent appearance; Desires real opportunity tv-news. Prefer east or west coasts, but will consider any first rate professional operation. Box 505A, B•T.

Available immediately. SRT-TV graduate with solid radio background acting, writing, production. Desire opportunity to start at bottom in television station. Excellent references. Salary $65. Irwin Weinstein, 50 Harper Street, Rochester, N. Y. Greenfield 9026.

FOR SALE

Stations

WMPA, Aberdeen, Mississippi, fulltime independent. Single station market owner over 36,500. Contact Joe Phillips, WSSO, Starkville, Mississippi.

Central Missouri daytime station in fast growing Lake of the Ozarks area. 1000 watts on 1150kc. Recent one week survey shows 39.5% of all listeners tuned to station from sign-on to sign-off. Next best station only 15.8%. 1954 gross in excess of $50,000. Land and building included in sale price. No rental to pay. Other interests of owner require quick sale at a sacrifice price of $37,500. Excellent terms. Broker inquiries solicited. Al Elam, Inc., Realtors, Lake Ozark, Missouri.

Texas. Single-station market. Thriving trade-center. County seat. Population of 12,500. Ralph J. Erwin, Broker, Box 811, Tulsa.

Two Tennessee 1 kw D single station markets priced $60,000 and $67,500. Terms can be arranged. Two Louisiana daytimers priced at $57,500 and $65,000 with substantial cash required. Paul H. Chapman, 84 Peachtree, Atlanta.

Ozarks. Exceptional market. Thriving city. Ideal climate. Qualified principals only. Ralph Erwin, Broker, Box 811, Tulsa.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange. Licensed Brokers. Portland 22, Oregon.

Equipment Etc.

Tv field Zoomar lens. Slightly used, perfect condition. Box 270A, B•T.

Western Electric coils 111C—$7.00; 119C—$8.00. New — 23A — $10.00; 26A—$7.00; Jack Panels—$17.00; 12 volt relay supply—$18.00. Box 497A, B•T.

Package 9916. RCA TTU-18 1kw uhf transmitter, ch. 14-83; filterplexer, ch. 24; RCA 24BLS uhf antenna, ch. 24; GR uhf freq. and mod. monitor; 220' Teflon line 3⅛" and elbows; 1,500 watt dummy load; BWU-4A uhf visual demodulator, nearly $80,000 worth of material, all in new condition, for $35,000 FOB Virginia location. Package No. 9917. Tv antenna, transmitter and studio equipment, guaranteed complete, $180,000 worth of material like new, only 1,650 hours use, at 60 percent discount for any portion (write for inventory) or complete package for $75,000, packing and shipping included. Package 9918. Complete uhf off-air pickup, video and audio output, 9.6 ft. parabolic dish, receiver monitor, FI meter, satisfactory use up to 40 miles, $1,500, FOB Maine location. Package 8725. Serial No. 14 Zoomar lens in new condition. Serviced by factory in 1951, used six times since. Originally priced at $8,000, now offered for quick cash sale at $5,500. Package 45-090. DuMont 5kw television transmitter, complete except for frequency monitor and loud speaker. Will furnish 25 to 30 kw effective radiated power on ch. 7 to 13. Only 15 months use. Write for complete inventory. Here is $100,000 worth of high-type tv equipment for $62,500, FOB Missouri location. Western Electric reproducer groups (4) $250 each. Webster Ekotape recorders, model 102-9 (3) $250 each; cost $450. Presto turntable RCA pickup, best offer. RCA TF5A superturnstile, ch. 4, 5, 6, $8,500. May Brothers, Binghamton, New York.

WANTED TO BUY

Stations

Wanted: 50% of secondary west coast station by two man team. Increased business over 100% in two stations. Eighteen years experience all phases. We'll make you money as part owners. Confidential. Box 492A, B•T.

Radio. Texas, Oklahoma, Arkansas, Missouri, Kansas. Professionally licensed service. Ralph Erwin, Broker, Box 811, Tulsa.

WANTED TO BUY

Equipment

5 or 10 kilowatt fm transmitter. Advise make, price, hours used, etc. Box 729, Glendale, California.

Wanted: Good condition fm used antenna for side mounting. Four-bay Andrews multi-V, or Collins. Also 1⅝ in. 451 Andrews cable or equivalent. WMVA, Martinsville, Virginia.

Wanted: Used 3kw fm transmitter, fm modulation monitor, antenna and coax. Contact Radio Station WNES in Central City, Kentucky.

Wanted: One kilowatt fm transmitter RCA BTF-1C or equal. Call Warren Wehmeyer, at Page Communications Engineers, Washington, D. C. EX 3-1523.

Instruction

Get your FCC first phone license in 8 weeks. Intensive, personalized instruction in residence or by correspondence. For details, write Grantham School, Dept. 1-K. Address either 6064 Hollywood Blvd., Hollywood, Calif., or 737 11th Street N.W., Washington, D. C.

Your FCC first phone license in a hurry. Nation's largest professional school offers brand new, streamlined course. Guaranteed coaching—nationwide placement. Full information rushed to you free (no salesmen will call). Get the best—it costs no more! Northwest Radio & Television School, 1221 N. W. 21st Avenue, Portland 9, Oregon.

FCC 1st phone license in 5 to 6 weeks. Bill Ogden, 1150 W. Olive, Burbank, California. See display ad next week.

RADIO

Help Wanted

Managerial

MANAGER WANTED

A successful daytime independent in one of the midwest's biggest markets is looking for a manager. He must have independent station experience and be strong in local sales. Salary and override. Our staff knows of this ad. Write details immediately. Interview at the NARTB Convention if you wish.

Box 495A, B•T

Situations Wanted

Managerial

RADIO - TV GENERAL MANAGER

8 years experience in radio and TV, age 35. Present job requires too much travel. If you have a station that needs building up, I'm your man. Will be at convention.

Box 502A, B•T

TELEVISION

Help Wanted

$100.00 a week promotion man with $1,000.00 a week ideas needed by Midwest newspaper-owned TV station. Energy enough for long hours of creative planning, must do actual work too. Experienced in ad layout, copywriting, market research, merchandising and follow through reporting.

Tell us what you think a promotion man should do and we'll know if you are one. Back it up with samples of what you've done yourself. Give us a picture, summary of training and experience and a few facts on what you cannot do, then we'll know you're honest. Incidentally we love our employees. If you're the man we need, we'll push you along in either TV or newspaper. Reply.

Box 439A, B•T

TELEVISION

Situations Wanted

Managerial

MR. STATION OWNER, OR PLANNER?

Available shortly, GENERAL MANAGER for small TV station, or MANAGER for medium or large TV station. Here is a multipurpose man, under 40, who is tops in administration and operations (also a registered consulting engineer). Background includes TV Com. Dir. one of largest 4A's, Director TV national association as well as station management. Always active in TV industry, presented papers NARTB Conventions, officer trade associations, good sales and profit record. Anxious for growth situation, able to take part of salary in stock if necessary. I'll be at the Convention all next week. Drop me a line and name a date and place, to Box 482A, B•T.

Programming-Production, Others

TV NEWSCASTER

TV & Radio
News & Special Events
Board Experience—On Air
Production & Writing, Etc.
For Full Details
Box 437A, B•T.

TV PRODUCTION FACILITIES

Seven years live programming experience consisting of successful supervision of make-up, costuming, scenic design, and special effects. Thoroughly experienced in all TV and film visual elements. Tops in color coordination. Currently engaged in network programming. Interested only in live-wire organization that demands the best. Recommendations galore. Full particulars air-special on request. Box 450A, B•T.

FOR SALE

Stations

RADIO STATION
—TEXAS—

Single-station market. Thriving agriculture center. County-seat. Trade-hub for large geographical area. City population 12,500. Long established AM operation.

RALPH ERWIN

Box 811 Broker Tulsa

RADIO STATION
SOUTHWEST

Located fertile area, abundant underground and surface water supply. Market exceeds 100,000 owner states. No local television. Experienced party can handle for $20,000 down, balance terms.

RALPH ERWIN

Box 811 Broker Tulsa

Equipment

FOR SALE

Fully equipped 1 kw UHF TV station at advantageous price. Equipment all in excellent condition and, except for two items, may be used on VHF channels. May be purchased as presently installed or shipped elsewhere.

Box 462A, B•T

EQUIPMENT

Complete set of two RCA Para Flux transcription arms, 2 equalizers, and 7 heads including 2 microgroove, 2 vertical, 2 lateral and 1 universal. This is beautiful equipment in like-new condition. Present factory cost is $586.50. Sell for $250 or make offer. Contact Ted Hildebrand, C. E., KBMY, Box 2124, Billings, Montana.

FOR SALE

One 200 ft. IDECO 3-legged, self-supporting radio tower with a 72 ft. mast on top. Specifications SSRT-1. Wind loading B-2. Purchased 1948 and maintained in tip-top shape. All lighting equipment and controls included. To be sold standing. John C. DePrez, Shelbyville Newspapers, Inc., Shelbyville, Indiana.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

(Continued from page 144)

WBOW Terre Haute, Ind., Banks of Wabash Inc.—(BR-499).

WKBV Richmond, Ind., Central Bcstg. Corp.—(BR-487).

WOPI Bristol, Tenn., Radiophone Bcstg. Station WOPI Inc.—(BR-759).

WIVK Knoxville, Tenn., Dick Bcstg. Co.—(BR-2813).

WROL Knoxville, Tenn., Mountcastle Bcstg. Co.—(BR-472).

WDXL Lexington, Tenn., Lexington Bcstg. Co.—(BR-2976).

KWEM Memphis, Tenn., KWEM Inc.—(BR-1506).

WHHM Memphis, Tenn., Mid-South Bcstg. Corp.—(BR-1298).

WKSR Pulaski, Tenn., Richland Bcstg. Co.—(BR-1539).

Modification of CP

WDAK-TV Columbus, Ga., Martin Theatres of Georgia Inc. and Radio Columbus Inc d/b as Television Columbus—Mod. of CP (BPCT-1297) as mod., which authorized new tv station to extend completion date to 11-22-55. Main trans. and antenna (BMPCT-3071).

WTVD Durham, N. C., Durham Bcstg. Enterprises Inc.—Mod of CP (BPCT-895) as mod., which authorized new tv station to extend completion date to 11-7-55 (BMPCT-3092).

May 9 Applications

ACCEPTED FOR FILING

Renewal of License

WCNB Connersville, Ind., News-Examiner Co.—(BR-2135).

WKJG Fort Wayne, Ind., Northeastern Indiana Bcstg. Co.—(BR-2737).

WIRE Indianapolis, Ind. (& Aux.), Indianapolis Bcstg. Inc.—(BR-494).

WJVA South Bend, Ind., St. Joseph Valley Bcstg. Corp.—(BR-1877).

WAOV Vincennes, Ind., Vincennes Sun Co.—(BR-1098).

WCMI Ashland, Ky., The Ashland Bcstg. Co.—(BR-849).

WCTT Corbin, Ky., The Corbin Times-Tribune—(BR-1665).

WHOP Hopkinsville, Ky., Hopkinsville Bcstg. Co.—(BR-1044).

WAGC Chattanooga, Tenn. (& Aux.), Tennessee Valley Bcstg. Co.—(BR-1233).

WTPR Paris, Tenn., Paris Bcstg. Co.—(BR-1674).

Renewal of License Returned

WFKY Frankfort, Ky., Frankfort Bcstg. Co.—(Not signed & dated wrong).

Modification of CP

KBAY-TV San Francisco., Calif., Leonard Averett and Lily B. Averett, a partnership, d/b as Bay Television—Mod. of CP (BPCT-1490) as mod., which authorized new tv station to extend completion date to 11-11-55 (BMPCT-3094).

WQMC Charlotte, N. C., WQMC Television Inc.—Mod. of CP (BPCT-344) as mod., which authorized new tv station to extend completion date to 11-28-55 (BMPCT-3093).

KVAN-TV Vancouver, Wash., KVAN Inc.—Mod. of CP (BPCT-959) as mod., which authorized new tv station to extend completion date to 11-15-55 (BMPCT-3095).

WLBC Muncie, Ind., Tri-City Radio Corp.—(BR-497).

WFKN Franklin, Ky., Franklin Bcstg. Co.—(BR-2951).

WKIC Hazard, Ky., BMG Bcstg. Corp.—(BR-1787).

WDXI Jackson, Tenn., Dixie Bcstg. Co.—(BR-2191).

WDXE Lawrenceburg, Tenn., Lawrenceburg Bcstg. Co.—(BR-2639).

WDIA Memphis, Tenn., Bluff City Bcstg. Co.—(BR-1708).

WMAK Nashville, Tenn., Volunteer State Bcstg. Co.—(BR-2036).

WENK Union City, Tenn., Union City Bcstg. Co.—(BR-1366).

Renewal of License Returned

WIEL Elizabethtown, Ky., Elizabethtown Bcstg. Co.—(Re: date of Section II & method used, Section II).

Renewal of License

WTRC-FM Elkhart, Ind., Truth Pub. Co.—(BRH-209).

WMLL (FM) Evansville, Ind., On the Air Inc.—(BRH-2).

WMRI-FM Marion, Ind., Chronicle Pub. Co.—(BRH-493).

WBOW-FM Terre Haute, Ind., Banks of the Wabash Inc.—(BRH-482).

WLBJ-FM Bowling Green, Ky., The Bowling Green Bcstg. Co.—(BRH-226).

WVJS-FM Owensboro, Ky., Owensboro on the Air Inc.—(BRH-487).

WAPO-FM Chattanooga, Tenn., WAPO Bcstg. Services Inc.—(BRH-772).

WLIL-FM Lenoir City, Tenn., WLIL Inc.—(BRH-591).

WSOK-FM Nashville, Tenn., Nashville Bcstg. Co.—(BRH-752).

WBIR-FM Knoxville, Tenn., Radio Station WBIR Inc.—(BRH-530).

May 10 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of May 6

Granted License

WCTA-FM Andalusia, Ala., Andalusia Bcstg. Co.—Granted license covering changes in existing station, to specify transmitter location (BLH-1046).

Granted STA

WSAV-FM Savannah, Ga., WSAV Inc.—Granted STA to waive requirements of Sec. 3.261 of the rules to permit station to remain silent for period of six months to permit investigation of damage to fm antenna.

WGH-FM Newport News, Va., Hampton Roads Bcstg. Corp.—Granted STA to waive requirements of Sec. 3.261 to permit station to remain silent for period of 90 days due to construction work at transmitter.

Modification of CP

The following were granted extension of completion dates as shown:

WICR Cruz Bay, V. I., to 11-4-55; KSBR San Bruno, Calif., to 11-12-55; WTVD Durham, N. C., to 11-7-55.

Actions of May 5

Remote Control

The following stations were granted authority to operate transmitters by remote control:

KTSA San Antonio, Tex., while using non-DA; WAPI Birmingham, Ala., while using non-DA; WCHS Charleston, W. Va., while using non-DA; WSKI Montpelier, Vt.

Modification of CP

The following were granted extension of completion dates as shown:

WDAK-TV Columbus, Ga., to 11-22-55; WFTC London, Ky., to 7-1-55.

Actions of May 4

Granted License

WACL Waycross, Ga., Teletronics Inc.—Granted license covering change from daytime to U, using DA-N (BL-5390).

Granted CP

WCDL Carbondale, Pa., Carbondale Bcstg. Co.—Granted CP to change antenna and transmitter location and cancel remote control authority (BP-9777).

Early Sign-off

KMLW Marlin, Tex., KMLW Inc.—Granted permission to sign off at 6:30 p.m. each evening for the months of May thru August 1955.

KBMW Wahpeton, N. D., Interstate Bcstg. Corp.—Granted waiver of rules to permit regular operation from 6 a.m. to 7 p.m. weekdays and from 8 a.m. to 7 p.m. Sundays, except when carrying events of a special nature, for period ending 4-1-56.

Remote Control

KLIF Dallas, Tex., Trinity Bcstg. Corp.—Granted authority to operate transmitter by remote control while using non-DA.

Modification of CP

The following were granted extension of completion dates as shown:

WFAA-TV Dallas, Tex., to 12-2-55; KRLD-TV Dallas, Tex., to 12-2-55; WEHT Henderson, Ky., to 12-3-55; WSBT-TV South Bend, Ind., to 11-27-55.

Actions of May 3

Modification of CP

The following were granted extension of completion dates as shown:

KCKT Great Bend, Kan., to 11-3-55; WJAR-TV Providence, R. I., to 12-3-55.

Actions of May 2

Modification of CP

The following were granted extension of completion dates as shown:

WTVS (TV) Detroit, Mich., to 11-30-55; KPAR-TV Sweetwater, Tex., to 10-26-55; WBRE-TV Wilkes-Barre, Pa., to 12-1-55.

May 10 Applications

ACCEPTED FOR FILING

Renewal of License

WIBC Indianapolis, Ind., WIBC Inc.—(BR-985).

WLRP New Albany, Ind., Ohio Valley Bcstg. Inc.—(BR-2278).

WHOT South Bend, Ind., South Bend Bcstg. Corp.—(BR-1202).

WLAP Lexington, Ky., American Bcstg. Corp.—(BR-309).

WSFC Somerset, Ky., Southeastern Bcstg. Co.—(BR-1872).

WMFS Chattanooga, Tenn., WMFS Inc.—(BR-2656).

WHBT Harriman, Tenn., The Harriman Bcstg. Co.—(BR-1664).

WKGN Knoxville, Tenn., WKGN Bcstg. Co.—(BR-1750).

Application Returned

KCIJ Shreveport, La., Southland Bcstg. Co.—CP to install new transmitter and antenna, as an auxiliary transmitter and antenna (at main studio location) on 980 kc, 250 w for auxiliary purposes only and operate auxiliary transmitter by remote control (Incomplete).

Modification of CP

KTLA (TV) Los Angeles, Calif., Paramount Television Productions Inc.—Mod. of CP (BPCT-1698) as mod., which authorized changes in facilities of existing tv station to extend completion date to 9-1-55 (BMPCT-3101).

KYTV (TV) Springfield, Mo., Springfield Television Inc.—Mod. of CP (BPCT-800) as mod., which authorized new tv station to extend completion date to 11-15-55 (BMPCT-3103).

WGR-TV Buffalo, N. Y., WGR Corp.—Mod of CP (BPCT-1746) as mod., which authorized new tv station to extend completion date to 9-1-55 (BMPCT-3105).

KGNC-TV Amarillo, Tex., Globe-News Pub. Co.—Mod. of CP (BPCT-769) as mod., which authorized new tv station to extend completion date to 12-8-55 (BMPCT-3104).

May 11 Decisions

ACTIONS ON MOTIONS

Quincy, Wash.—The Commission granted motion filed by counsel for R. E. Darwood and 19 others, to consolidate the hearing in the matter of Cease and Desist Orders to be directed against them in re operation of an unlicensed tv station in and around Quincy, Wash. (Dockets 11337 et al.), hearing on which commenced May 9.

By Comr. Frieda B. Hennock on May 5

Raleigh, N. C., WPTF Radio Co.; Capitol Bcstg. Co.—Granted petition of WPTF for extension of time to and including June 8 within which to file exceptions to initial decision in re ch. 5 (Dockets 10861-62).

WANTED TO BUY

Stations

RADIO STATION WANTED
MINNESOTA-WISCONSIN-IOWA
OR SURROUNDING AREA
ADEQUATE FINANCING AVAILABLE
FOR ANY OFFER
BOX 436A, B•T

Equipment

WANTED
COMPLETE TWO CAMERA REMOTE UNIT
Switcher, sync generator, m/w, etc.
Contact
Peter Onnigian, Chief Engineer
KBET-TV, Sacramento, California

Employment Services

PR* vs *PR

We'll match your PERSONNEL REQUIREMENTS, against the PROVEN RECORDS of qualified people.

A confidential service to Radio and TV Stations, and program producers, anywhere.

Palmer-DeMeyer (Agency)
50 E. 42nd Street, N.Y.C.
MU 2-7915
Paul Baron, Dir.: Radio-TV-Film-Adv.
Resumes welcome from qualified people.

INSTRUCTION

NATIONAL ACADEMY of BROADCASTING

3338 16th St., N.W.
Washington, D. C.
Job Getting Courses in
Announcing, Writing, Producing for Radio & TV
Call Decatur 2-5580
New Term Starts June 2

By Examiner Hugh B. Hutchison on May 9

Murphy, N. C., Cherokee Bcstg. Co.; Valley Bcstg. Co.—Granted petition of Valley requesting that L. L. Mason of Murphy be admitted to practice *pro hac vice* in a deposition proceeding to be conducted by that applicant on May 10 in re am application (Dockets 11102-11255). Also granted motion of Cherokee to admit Omar Lee Anderson to practice *pro hac vice* on its behalf in the above deposition proceeding.

By Examiner H. Gifford Irion

Upon oral request of radio station WSOC Inc., et al., applicants for ch. 9 in Charlotte, N. C. (Dockets 8837 et al.), continued from May 16 to May 20 the date for filing reply findings in this proceeding. Action May 10.

WOI Ames, Iowa, Iowa State College of Agr. and Mech. Arts—Ordered that the commencement of hearing now scheduled for May 31 be continued to June 7 in re application for SSA (Docket 11290). Action May 4.

By Examiner Annie Neal Huntting on May 10

Levittown-Fairless Hills, Pa., Mercer Bcstg. Co., Trenton, N. J.; Drew J. T. O'Keefe, et al.—Denied motion of O'Keefe, et al., to squash notice of taking depositions in re applications for am stations (Dockets 10931-33).

By Examiner Elizabeth C. Smith on May 4

New Orleans, La., James A. Noe and Co.—Granted in part petition to reopen the record in proceeding re tv ch. 4 (Dockets 8936 et al.), for the sole purpose of receiving in evidence that portion of affidavit of Noe which relates to unavailability of James E. Gordon as general manager of proposed tv station; denied motion in all other respects.

By Examiner Herbert Sharfman on May 10

WAGC Fort Oglethorpe, Ga., Tennessee Valley Bcstg. Co.; E. Weaks McKinney-Smith, Paducah, Ky.—The examiner, on his own initiative, directed counsel for applicants to appear at a prehearing conference on June 7 in re am applications (Dockets 11272-73).

BROADCAST ACTIONS

By the Commission en banc

Modification of CP

WTHS-TV Miami, Fla., Lindsay Hopkins Vocational School of Dade County, etc.—Granted six-month extension of time to complete construction of non-commercial educational tv station, ch. *2 (BMPET-69).

Renewal of License

The following stations were granted renewal of licenses for the regular period:

KAMO Rogers, Ark.; KNEA Jonesboro, Ark.; KOSY Texarkana, Ark.; KXRJ Russellville, Ark.; WHOC Philadelphia, Miss.; WHSY Hattiesburg, Miss.; WHXY Bogalusa, La.; WIBR Baton Rouge, La.; WIKC Bogalusa, La.; WJBO Baton Rouge, La.; WJMB Brookhaven, Miss.; WJMR New Orleans, La.; WJPR Greenville, Miss.; WJXN Jackson, Miss.; WKOZ Kosciusko, Miss.; WLAU Laurel, Miss.; WICS Baton Rouge, La.; WLOX Biloxi, Miss.; WLSM Louisville, Miss.; WMBC Macon, Miss.; WMDC Hazelhurst, Miss.; WMPA Aberdeen, Miss.; WMOX Meridian, Miss.; WMRY New Orleans, La.; WNLA Indianola, Miss.; WQBC Vicksburg, Miss.; WRBC Jackson, Miss.; WRJW Picayune, Miss.; WROB West Point, Miss.; KDRS Paragould, Ark.; KNBY Newport, Ark.; KOTN Pine Bluff, Ark.; KPLC Lake Charles, La.; KPOC Pocahontas, Ark.; WJDX Jackson, Miss.; WNAG Grenada, Miss.; WPMP Pascagoula, Miss.; WROX Clarksdale, Miss.; WSLI Jackson, Miss.; WSSO Starkville, Miss.; WTOK Meridian, Miss.; WTUP Tupelo, Miss.; WVMI Biloxi, Miss.; WWEZ New Orleans, WWL New Orleans; WXOK Baton Rouge, La.; KALB-FM Alexandria, La.; KBTM-FM Jonesboro, Ark.; KICN-FM Blytheville, Ark.; WPOC-FM Pocahontas, Ark.; WAFP-FM Baton Rouge, La.; WBRL-FM Baton Rouge, La.; WDSU-FM New Orleans; WGCM-FM Gulfport, Miss.; WJDX-FM Jackson, Miss.; WLCS-FM Baton Rouge, La.; WRCM New Orleans; WRFM (FM) Hattiesburg, Miss.; KANW Albuquerque, N. M.; KMUW Wichita, Kan.; WERS Boston, Mass.; WHA-FM Madison, Wis.; WDSU-TV New Orleans; WJVB Jacksonville Beach, Fla.; WOAK Atlanta, Ga.; WTUN Tampa, Fla.

McFarland Letter

WLAQ Rome, Ga., News Pub. Co.—Is being advised that application for renewal of license (BR-1512) and for transfer of control of licensee (BTC-1954) indicate necessity of a hearing.

May 11 Applications

ACCEPTED FOR FILING

Renewal of License

WEOA Evansville, Ind., Consolidated Television & Radio Bcstrs. Inc.—(BR-883).

WGL Fort Wayne, Ind., News-Sentinel Bcstg. Co.—(BR-491).

WFBM Indianapolis, Ind., Consolidated Television & Radio Bcstrs. Inc.—(BR-493).

WLBJ Bowling Green, Ky., The Bowling Green Bcstg. Co.—(BR-1076).

WINN Louisville, Ky., Kentucky Bcstg. Corp.—(BR-1067).

WLSI Pikeville, Ky., Cumberland Pub. Co.—(BR-2214).

WAPO Chattanooga, Tenn., WAPO Bcstg. Service Inc.—(BR-902).

WDEF Chattanooga, Tenn., WDEF Bcstg. Co.—(BR-2014).

WDXN Clarksville, Tenn., Clarksville Bcstg. Co.—(BR-3037).

WJZM Clarksville, Tenn., Campbell and Sheftall—(BR-1152).

WEKR Fayetteville, Tenn., Fayetteville Bcstg. Co.—(BR-2161).

WAGG Franklin, Tenn., Williamson County Bcstg. Co.—(BR-2796).

WGRV Greeneville, Tenn., Radio Greeneville Inc.—(BR-1350).

WJHL Johnson City, Tenn., WJHL Inc.—(BR-988).

WNOX Knoxville, Tenn., Scripps-Howard Radio Inc.—(BR-473).

WMC Memphis, Tenn., Memphis Pub. Co.—(BR-477).

WREC Memphis, Tenn., WREC Bcstg. Service—(BR-485).

WDEH Sweetwater, Tenn., The Harriman Bcstg. Co.—(BR-3075).

Remote Control

WDEC Americus, Ga., The Americus Bcstg. Co.—(BRC-718).

Application Returned

Wynne, Ark., East Arkansas Bcstrs. Inc. (c/o J. L. Shaver Jr., Ben Block Bldg.)—CP for new standard broadcast station on 1400 kc, with 250 w. unlimited hours of operation (Exhibits II & III incorrectly dated).

Renewal of License Returned

WOCH North Vernon, Ind., Dorrell Ochs—(Re: Verification; Sec. IV, paragraph 12).

WHBQ Memphis, Tenn., General Teleradio Inc.—(Re: Signature and Verification).

License for CP

WVLN-FM Olney, Ill., Olney Bcstg. Co.—License to cover CP (BPH-1976) as mod., which replaced expired permit which authorized new fm station (BLH-1052).

WPAD-FM Paducah, Ky., Paducah Bcstg. Co.—License to cover CP (BPH-2011), which authorized changes in licensed station (BLH-1050).

KPFM (FM) Portland, Ore., Stanley M. Geard et al. d/b as Bcstrs. Ore. Ltd.—License to cover CP (BPH-1995) as mod., which authorized changes in licensed station (BLH-1051).

WEMC (FM) Harrisonburg, Va., Board of Trustees of Eastern Mennonite College Inc.—License to cover CP (BPED-256) as mod., which authorized new fm educational station (BLED-170).

Renewal of License

KWAR (FM) Waverly, Iowa, Wartburg Normal College of the American Lutheran Church—(BRED-82).

Modification of CP

KNTV (TV) San Jose, Calif., Standard Radio and Television Co.—Mod. of CP (BPCT-1542) as mod., which authorized new tv station extension completion date to 10-15-55 (BMPCT-3108).

WAGE-TV Marquette, Mich., Peninsula Television Co.—Mod. of CP (BPCT-1783) as mod., which authorized new tv station extension of completion date to 9-1-55 (BMPCT-3098).

UPCOMING

MAY

May 16: RAB Clinic, Trenton, N. J.
May 17-18: *Chicago Tribune* Forum on Distribution and Advertising, WGN studio, Chicago.
May 17: RAB Clinic, Philadelphia.
May 18: RAB Clinic, Pittsburgh.
May 19: RAB Clinic, Buffalo, N. Y.
May 19-20: CBS-TV Affiliates, Waldorf-Astoria Hotel, New York.
May 20: RAB Clinic, Syracuse, N. Y.
May 22: Radio Pioneers Banquet, Washington.
May 22-26: NARTB Convention, Shoreham and Sheraton-Park hotels, Washington.
May 23: Community Broadcasters Assn., Shoreham Hotel, Washington.
May 31: Deadline, Fund for the Republic Television Awards (script contest), New York.
May 31: RAB Clinic, St. Louis.

JUNE

June 1: Deadline, Nominations for Outstanding Young Advertising Man, Assn. of Adv. Men & Women of New York.
June 1: RAB Clinic, Wichita, Kan.
June 2: RAB Clinic, Denver.
June 3: RAB Clinic, Salt Lake City.
June 5-8: Adv. Federation of America golden anniversary convention, Palmer House, Chicago.
June 5-8: Alpha Delta Sigma convention (adv. fraternity), Palmer House, Chicago.
June 6-8: National Community Tv Assn. convention, Park Sheraton Hotel, New York.
June 12-14: Iowa Broadcasters Assn., Crescent Beach Lodge, Lake Okaboji.
June 13: BMI Clinic, Turf Club, Twin Falls, Idaho.
June 13: RAB Clinic, New York.
June 14: BMI Clinic, Rainbow Hotel, Great Falls, Mont.
June 14: RAB Clinic, Hartford, Conn.
June 15: BMI Clinic, Hotel Utah, Salt Lake City.
June 15: RAB Clinic, Boston.
June 16: RAB Clinic, Manchester, N. H.
June 17: BMI Clinic, Hotel Denver, Glenwood Springs, Colo.
June 17: BMI Clinic, Edgewater Beach Hotel, Detroit Lakes, Minn.
June 17: RAB Clinic, Bangor, Me.
June 17-18: Colorado Broadcasters Assn. meeting, Denver Hotel, Glenwood Spring.
June 20-22: National Assn. of Tv & Radio Farm Directors meeting, Washington.
June 20-July 1: WSM-Peabody College Radio-Tv Workshop, Nashville, Tenn.
June 21: Television News Institute, Northwestern U., Evanston, Ill.
June 23-25: NARTB combined boards of directors, The Homestead, Hot Springs, Va.
June 24-25: Virginia Assn. of Broadcasters, Engleside Hotel, Staunton.
June 26-29: Adv. Assn. of the West convention, Portland, Ore.
June 27-30: Western Assn. of Broadcasters (Canadian) convention, Jasper Park Lodge, Jasper, Alberta.
June 28: Presentation, Outstanding Young Advertising Man, Assn. of Adv. Men & Women of New York.

BROADCASTING • TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.
I've checked service desired.

☐ 52 weekly issues of **BROADCASTING • TELECASTING** $7.00
☐ 52 weekly issues and **BROADCASTING Yearbook-Marketbook** 9.00
☐ 52 weekly issues and **TELECASTING Yearbook-Marketbook** 9.00
☐ 52 weekly issues and both **Yearbook-Marketbooks** 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Code: Over the Hump

THREE years ago tv broadcasters delegated to five of their number the tough, thankless task of drafting and administering a code to govern programming and business practices. "Blood and thunder" or "hucksters run riot" were among the epithets hurled at tv by reform groups. Newspapers, magazines and other media which feared the new competition gave wings to the catch-phrases. Carping critics in Congress joined the chorus.

Many in broadcasting had tongue-in-cheek about the success of "voluntary self-regulation." Past code history in radio and in other fields hadn't produced results worth shouting about. Codes generally had been observed in the breach. (We were among those, who, despite our fervent wish for its success, nevertheless thought the goal wishful.)

They failed to reckon with the calibre of persons who served on the first Television Code Review Board. They tackled the job with the zeal of the Founding Fathers. Today the code is a respected document, and the Review Board a recognized organism within television that has accomplished its goal without recrimination or rancor, and without turning state's evidence.

Three members of that original board retire at the Washington NARTB convention. John E. Fetzer, chairman; J. Leonard Reinsch, vice chairman, and Mrs. A. Scott Bullitt conclude their service in accordance with the regulations governing tenure of office. They have served well and valiantly. With their two former colleagues, E. K. Jett and Walter J. Damm, they got the code over the hump.

Television is fortunate in having available people willing to assume responsibility without glory.

A year ago, G. Richard Shafto and William B. Quarton accepted appointment to the board. They broke in under the three charter members who now retire. And appropriately, they succeed to the chairmanship and vice chairmanship, respectively. The three new members, Richard A. Borel, Roger W. Clipp and Mrs. Hugh McClung, constitute a strong, experienced and articulate phalanx to buttress the new officers.

The code assignment is a continuing one. There can be no resting on oars. There are now some 250 subscriber stations. The task is to get a substantial majority, in numbers as well as in status, within the embrace of the code. With the significant record of accomplishment this task should not be as difficult.

On and Off the NARTB Agenda

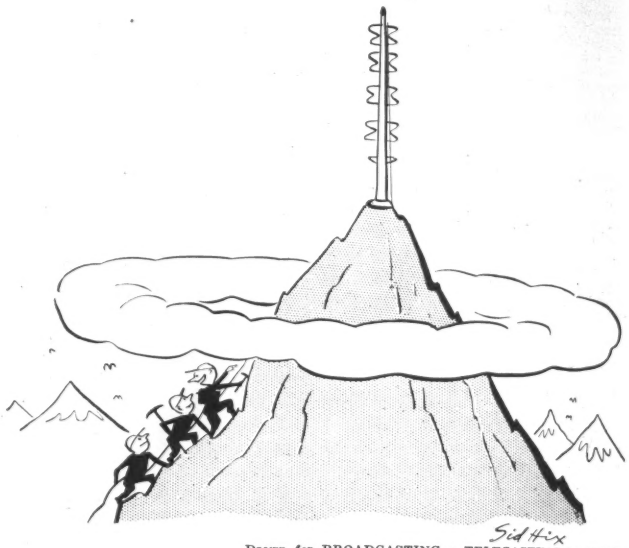
LOOK at the agenda for the 33d annual convention of NARTB, which convenes in Washington next week, and you would judge everything is sweetness and light in this business of broadcasting. The agenda, of course, does not cover the side sessions, the smoke filled rooms or the corridor conclaves, where smouldering issues are fired up or new ones touched off.

This seems to be the new mode in big conventioneering—a sort of contrived effort to keep the hot ones off the formal agenda. The notion seems to be that there are enough all-industry problems to occupy the limited business sessions, and that those individual problems, which pit big station against little, network against national spot, uhf against vhf, should not be agitated in the general meetings, but left to the groups or segments affected.

Nowhere on the agenda are to be found such vexing matters as subscription television, the plight of the uhf stations, community antennas and the subterranean efforts to wrest from television low band vhf channels for use by the military. The legislative treadmill, we assume, will get some attention when the respective chairmen of Senate and House Commerce Committees speak at Tuesday's "Government Day" session.

We agree with the view of NARTB President Harold Fellows, as expressed in his B•T INTERVIEW [B•T, May 2] that the basic function of NARTB is to make all radio and all television in America bigger, better and stronger, and particularly to preserve the American system of free enterprise. Mr. Fellows has served well the art that is broadcasting these past four years. He has achieved success by hewing closely to this overall philosophy.

Mr. Fellows and the respective boards of NARTB know that in a field as volatile as broadcasting, hard and fast rules that have worked in the past may not be satisfactory in today's economy.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"We're nearly there, men . . . for the first time this peak will be conquered by man!"

Certainly the issues raised in the uhf-vhf controversy can affect the overall well-being and future of free, competitive television. Certainly the quiet but insistent demands of the military for more spectrum space, which could be ordained by a stroke of the Presidential pen, could bring appalling destruction to the public's investment, let alone that of television broadcasters. Subscription tv is an issue that cannot be dealt with in catch-phrases or generalities.

We know these problems are real because both the buyers and the sellers—the broadcasters and the advertisers and their agencies—constantly raise them. They want to know where these media are headed.

Broadcasters may be able to get some of the answers in the FCC panel session scheduled for Tuesday afternoon. Chairmen Magnuson and Priest of the respective Senate and House Commerce Committees will be there, too. We hope they will be prevailed upon to sit in on the question-answer sessions, for the edification not only of the broadcaster delegates, but also the members of the FCC.

15% in Handcuffs?

ALTHOUGH radio and television are not directly involved in the government's antitrust action against newspapers and the American Assn. of Advertising Agencies, it is quite possible that the broadcaster-agency relationship would be altered if the government succeeded in its desires.

A central issue in the government's case against the newspapers' agency recognition system is the 15% agency commission which is one of the standards on which the system is based.

Broadcasters, as a group, have never had a comparable recognition system, although some of them have urged it, but in general they have dealt with agencies on the 15% basis established in the newspaper field.

A successful prosecution by the government in this case could mean the introduction of chaos in agency compensation. As it is, the agency business is not among the most stable in the world. A return to the bargaining and haggling that obtained before the 15% commission standard was established would certainly not provide further stabilization in this field.

In a sense broadcasters may be grateful that they did not jointly set up standards like those of the newspaper publishers, for if they had, they too would be in a scuffle with the government.

That is not to say, however, that some sort of standard to protect broadcasters against undependable agencies would not have been desirable or that the existing recognition system in the newspaper field is not. We pretend to no legal knowledge, but it seems to us the Dept. of Justice's antitrust division in this case has gone out of its way to find work.

by Bld Hu

conquered

an affect
elevision.
tary for
e of the
public's
iption tv
eralities.
and the
encies—
edia are

he FCC
Magnu-
e Com-
d upon
on not
of the

ved in
nd the
e that
overn-

apers'
ich is

recog-
eneral
n the

could
it is,
orld.
the
pro-

intly
they

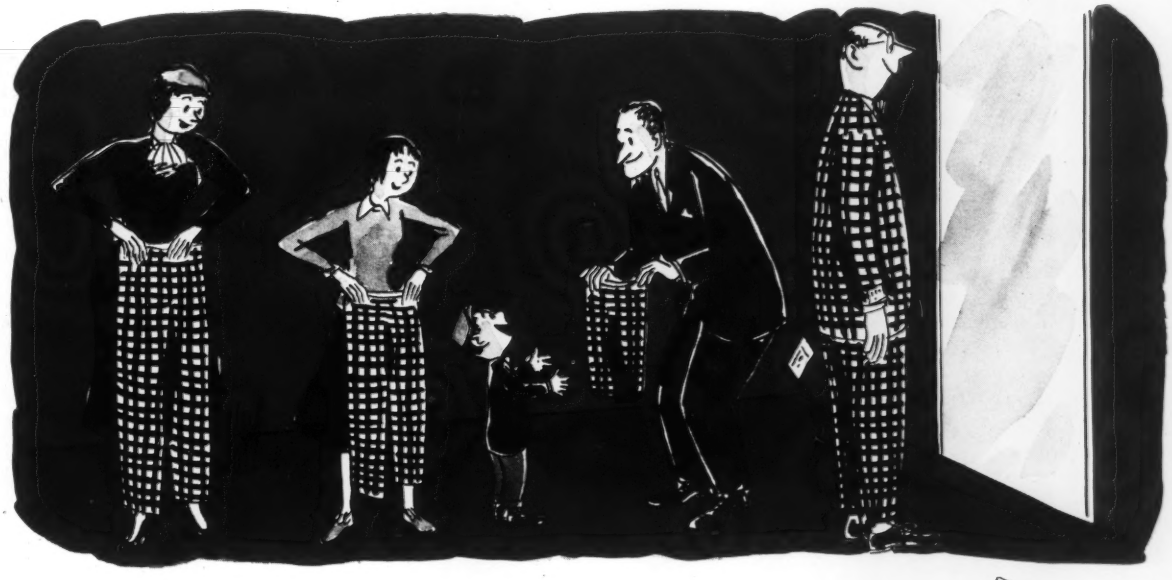
pro-
have
ews-
ems
one

NO

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

Beeline RADIO

delivers more for the money



These *inland* radio stations, purchased as a unit, give you more listeners than any competitive combination of local stations . . . and in Inland California more listeners than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined . . . *and at the lowest cost per thousand!* (SAMS and SR&D)

In this mountain-isolated market, the Beeline serves an area with over 2 million people and over 4 billion in spendable income. *(1954 Consumer Markets)*

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative